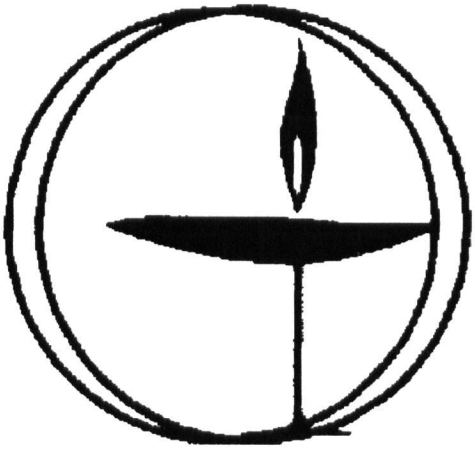
"SPREAD THE WORD"

Determining the Effectiveness of Advertising Unitarian Universalism on Public Radio



Final Report for
Unitarian Universalist Funding Program
Presented by the Mid-South District
Communications Program
"Radio Team" Committee

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EXECUTIVE SUMMARY

Many Unitarian Universalists listen to PBS (Public Broadcast Service) radio stations that broadcast National Public Radio (NPR) programs. There is a very strong similarity between PBS/NPR listeners and Unitarian Universalist (UU) demographics. Knowing this, it is easy to understand why advertising during NPR programming is attractive to UU congregations – since most of us listen to it, we think like-minded people would be open to UUism and our congregations. Data showing the cost effectiveness of this advertising medium are not available for congregations. According to the Unitarian Universalist Association (UUA)'s Office of Information[1], the UUA underwrote PBS/NPR programs in 1995, 1996, and 1997. The first and second years' responses were deemed "pretty good" and "very good" but 1997 was "disappointing." The only data collected (thereby evaluating success or failure of the effort) were the number of phone calls made to a toll-free telephone number.

The Mid-South District's Communications Committee created a subcommittee, known as the Radio Team, which pursued a grant from the Fund for Unitarian Universalism to track the effectiveness of advertising Unitarian Universalism on public broadcast radio stations. The grant, "Spread the Word," was awarded in July 2002. The advertising program began September 2 and finished its 12-week run on November 30, 2002.

We gathered data to quantify the effectiveness of advertising UUism on PBS/NPR. In this report we will describe our process, the data and results, and our conclusions.

CONCLUSIONS

At the end of each section, we will present our "conclusions" or the highlights of what we have learned through this campaign. We hope these conclusions will help congregations evaluate the efficacy of using this medium with respect to their advertising goals and budgets.

The overall conclusions for the Executive Summary are as follows:

- There was a significant difference between congregations regarding the number of visitors who identified the PBS/NPR ads as the reason for visiting the congregation. We believe the difference is a result of greeter interaction (or lack thereof) and the strength of the website foreshadowing the radio ads' impact, rather than the size of the congregation, as we had anticipated ("Welcoming Visitors", page 16).

- Do not spend one precious second of ad time giving a phone number ("Phone Number", page 14); it is much more effective to give a website address ("Website", page 18).

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[1] *November 2001 and January 2002 phone conversations with Mr. John Hurley, Director of UUA's Office of Information.*

- This project's website (www.gauu.org) was an extremely successful and the most effective tracking tool. We attribute its short, relevant name as the strongest factor in its success. Listeners heard our ad, remembered the website name, and then logged onto it long after the ad had aired. Website addresses should be short, easily-remembered, and relevant to the congregation's name ("Website", page 18).

- Websites are critical means of communicating with the public. Photographs and map/directions are critical to a visitor's search and interest – content is key! Each congregation's website should give the visitors enough information to research the congregation and UUism, as well as links to more information ("Website", page 18).

- Bigger is not automatically better. As we explored the options for PBS/NPR stations, we were drawn to a corporate-sized station (cutting edge demographic studies, large broadcast area), expecting more sophisticated systems and support when compared to an owner-operated station ("Radio Station Selection", page 8). We now believe that working with a smaller station might enable better working relationships and clearer policies.

- The more expensive "big reach" times (when the most listeners are tuned in, such as "morning drive time") did generate more traffic to our website. But, the additional traffic barely offset the additional expense of this costly time period. There was little overall difference between ad-time and listener response ("Website", page 18). Since it there is not a conclusively highly-effective time period, we believe it is best to distribute announcements among the time periods.

- The radio industry's standard Cost Per Lead (CPL) is $10.00. Based upon visitors to congregations, phone calls, and website hits during this project, our CPL was $39.00 – nearly four times the industry standard.

- This project's primary objective of measuring advertising effectiveness was ground-breaking and ambitious. The Radio Team met all of the project's objectives ("Objectives", page 3) and we are pleased that with this report, we can supply data that is as exact and pure as could be collected. Every ad, every phone call, every visitor, and every website visit were tracked as closely as possible, with a focus that has never been attempted before. Even with this focus, different interpretations can be made and human error is noticed. But with this report, we can demonstrate what worked and what didn't work, and we offer these conclusions to you, the reader. Good luck with your endeavors.

OBJECTIVES AND ORGANIZATIONAL STRUCTURE

Many congregations' PR/Communications committees spend advertising money on PBS stations because they listen to NPR programs, as do many members of their congregation. But the fact is, radio is an unproven medium for advertising UUism, and it requires a large budget. Our campaign's objectives focused on tracking the effectiveness of advertising on PBS/NPR so that congregations can make sound judgments with regard to their growth goals and advertising budgets.

CAMPAIGN OBJECTIVES

- Develop powerful and professional advertising campaign to "Spread the Word" about Unitarian Universalism.
  - Receive pledge of financial and administrative support from congregations (ministers and communication directors) in the broadcast area.
  - Develop a team of ministers and UUs with radio and advertising expertise to generate top-quality, 15-second announcement messages.
- Measure the effects of public radio advertisements on the number of visitors and increase in membership for congregations within broadcast area during the campaign.
  - Establish baseline of typical number of visitors by creating a form to track the number of visitors 2 months prior to advertisements. [NOTE: This objective was later changed to track number of visitors 2 years prior to advertisements.]
  - Continue to track the number of visitors during campaign and 2 months following the campaign, and account for all visitors who heard the announcements on PBS/NPR.
  - Obtain a toll-free number for PBS/NPR listeners to call for more information[2]. Calls to this phone number will be tracked. 404-542-gauu (4288)
  - Create a website specifically targeted at PBS/NPR listeners with the web address given in advertising messages only – not publicized anywhere else[3]. Visits to this website will be tracked. www.gauu.org
- Increase awareness of Unitarian Universalism via public radio announcements.
- Distribute advertising campaign material, tracking tools, and results to all Mid-South District congregations and to UUA (for nationwide distribution).

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[2] *This phone number will be available for other congregations throughout district for future advertising efforts.*
[3] *This website will be available for future advertising efforts.*

The Radio Team ensured that every objective was accomplished. There were a few modifications to accommodate changing circumstances, but the objectives were only enhanced, not diminished (e.g., we decided to collect past visitor data for 2 years instead of initial objective of 2 months).

THE TEAM THAT ACCOMPLISHED THESE OBJECTIVES

Ensuring that every objective was accomplished was a true team effort. The first step in this process was for the Mid-South Communications Committee to gather a group, known as the "Radio Team," who strategized, developed, and ensured that the project's objectives were accomplished. These leaders constituted the Radio Team:

- **Terri Beech** – Member of UU Congregation of Atlanta
  - Mid-South District Communications Chair (fulfilling final year of 3-year term)
  - PR Council Director at UU Congregation of Atlanta (fulfilling 4th year)
  - Self employed as website developer and graphics artist

- **Mann Reed** – Member of UU Congregation of Atlanta
  - PR Council member at UU Congregation of Atlanta
  - Past President of First UU Church of New Bedford, MA
  - Served on two Pulpit/Search Committees
  - Retired after 45 years in the TV and Radio industry

- **Mani Subramanian** – Member of Northwest UU Congregation
  - Lay-leader and Past President of Northwest UU Congregation (has been President at two congregations)
  - Successfully managed numerous fundraising campaigns
  - Adjunct Professor at Georgia Institute of Technology

- **Earl Daniels** – Member of Northwest UU Congregation
  - Lay-leader and Mid-South District Youth Advisor
  - Website developer at Georgia State University Distance Learning
  - Author of the "Contentor" (Content Management System used on gauu.org)
  - Graduate Student in Sociology at Georgia State University

Once the Radio Team developed the premise and basic objectives of the program, we solicited support from each congregation that would be involved, including at least one representative from the congregation and the minister. Those who were approached about this project immediately seized upon the concept and pledged their financial as well as administrative support. These are the ministers and congregational representatives that ensured that this campaign was successful:

Rev. Suzanne Meyer and **Ms. Robin Kottman** – U U Congregation of Atlanta
Rev. Don Southworth and **Ms. Charlotte Alyea** – Northwest UU Congregation
Rev. Greg Ward and **Mr. Randy Blasch** – U U Metro Atlanta North
Rev. Angie Thiessman and **Ms. Shari O'Brien** – U U Congregation of Gwinnett

Rev. Glenda Gray – Emerson
Rev. Frances West, Mr. Richard Hyatt, and **Mr. Scott Akridge** – UU Cong of Marietta
Rev. Marti Keller and **Ms. Lyn Hopper** – Georgia Mountains UU Church
Rev. Marsha Mitchner – First Existentialist Congregation
Mr. Stan Burch – West Georgia U U Fellowship

CONCLUSIONS

- Team Effort! From start to finish, this project took nearly two years to develop and complete and required many dedicated volunteers. We sincerely thank everyone who played a role in this project; it took a lot of effort but it was worth it!

- The Radio Team met with the ministers and the congregational representatives to discuss the project's concept, objectives, potential, and the required involvement for everyone. After this initial meeting, 100% of our communication was done via email and the project's website (www.gauu.org). We sent tools and updates to the members via email, and the representatives sent their visitor information via email and/or a form on the website. One of the comments in our feedback was that the Radio Team made it easy to participate in the program (Appendix F, Feedback).

CONGREGATIONS

Once the project's primary focus was defined (track effectiveness of advertising UUism on PBS/NPR), the Radio Team determined that one radio station in the Mid-South District (WABE 90.1FM) encompassed 8 healthy UU congregations. As described in the next section ("Radio Station Selection", page 8), this was an unusual and attractive situation for our project. These are the congregations that participated in this project:

• West Georgia UUF *(emerging)*	12 members	www.uua.org/msd/wguuf
• First Existentialist Congregation	12 members	www.mindspring.com/~e-cong
• Georgia Mountain UU Church	67 members	www.gmuuc.org
• UU Congregation of Marietta	71 members	www.uucm.org
• Emerson	92 members	www.emersonuu.org
• UU Congregation of Gwinnett	100 members	www.uucg.org
• UU Metro Atlanta North	132 members	www.uuman.org
• Northwest UU Congregation	188 members	www.nwuuc.org
• UU Congregation of Atlanta	667 members	www.uuca.org

The Georgia Mountains UU Church, in Dahlonega, GA, is not officially within the radio station's broadcast area, but the signal is so strong that their minister (who attended the initial meeting with ministers) requested that her congregation be included in the project. There are other Georgia UU congregations that, even though they are not included in the radio station's coverage area, may have benefited by our campaign:

- Athens
- Canon
- Columbus
- Ellijay
- Macon

It is very common for people to commute great distances between home and work in metro Atlanta. We believe that many people outside of our target audience heard our messages, thereby increasing public awareness of UUism.

DIFFERENT CONGREGATIONS, DIFFERENT RESULTS

It is shown in the above paragraph that there is a significant difference in the size of the involved congregations; membership ranges from 12 to 667. The Radio Team was curious to see if the visitor data would be different between the pastoral-type congregations as compared with the corporate-sized congregation. Would the larger congregations have better visitor/greeter systems in place so that we would see higher tracking numbers during the campaign? Would the smaller congregations have more intimate environments so we would see higher visitor-return rates? The surprising results and differences (or lack thereof) are shown in detail in the "Welcoming Visitors", page 16.

CONCLUSION

- We were surprised that the two largest congregations recorded the least number of additional visitors. We could not prove or infer any discernible impact on the size of the congregations due to the radio announcements.

RADIO STATION SELECTION

The Radio Team began developing this pilot program by exploring public radio stations throughout the Mid-South District. Every congregation fell within the broadcast area of at least one public radio station. But metro Atlanta's WABE 90.1FM station was quickly identified as a strategically ideal location for this campaign for these reasons:

- The WABE 90.1FM broadcast area directly encompasses eight (8) UU congregations[4]. No other PBS station in our district has such a high concentration of current UU members. Georgia congregations outside of metro Atlanta are served by the public radio station GPB/"Peach State," which utilizes 14 separate stations. Similarly, Alabama's congregations are served by at least 4 public radio stations (WLRH, WHIL, WTSU, WBHM, and state-wide). We believed that working with one station's program director and one schedule that served 8 congregations, would best serve our goal of collecting measurable data.

- The 9 participating congregations that operate within WABE's broadcast area offer a broad spectrum of environments, from pastoral to corporate. We wanted to evaluate the effectiveness of this campaign in different congregational environments.

- Also, these 9 congregations have the human resources (professionals with radio advertising expertise, enthusiastic ministers, and willing volunteers) that are required to carry out the pilot program to its successful conclusion.

- The management at WABE 90.1FM provided listener demographics and metrics that reinforced the similarities in demographics to UUs in metro Atlanta (eg, Arbitron and Scarsborough) (Appendix G, WABE Demographics)

CONCLUSIONS

- Since our objectives and efforts were so focused for this project, we capitalized on an excellent opportunity of working with only one radio station. It was much easier to coordinate schedules, contracts, air-times, and weekly updates with only one Account Executive, rather than coordinating with different stations and contacts.

- While this focus was an excellent opportunity, it was definitely not perfect. Our interaction with the PBS station was often complicated by miscommunication and misunderstandings. As we reviewed the process, the Radio Team discussed the differences between working with a corporate-sized bureaucratic entity, as compared to a smaller, owner-operated station. We hope the congregations that might interact with smaller PBS/NPR stations will have easier encounters.

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[4] *The Georgia Mountain UU Church, although not officially within the broadcast area of WABE 90.1FM, is in the listening area of the station, and it was added to the project as our ninth congregation on the request of their minister.*

- There is an altruistic value in supporting public broadcast stations, and many UUs are supportive of the often educational and liberal programs on these stations. Furthermore, PBS/NPR reaches listeners with demographics similar to many of our UU congregations and there is great value in making UUism an identifiable and mainstream religion. These subjective and qualitative aspects are immeasurable yet important to the decision whether or not to advertise on PBS/NPR stations (Appendix F, Feedback).

ADVERTISEMENTS GOALS AND SCHEDULE

One of the Radio Team members, Mr. Reed, is a retired TV and radio executive with 45 years experience; he has extensive professional background includes writing and scheduling advertisements for radio stations. Mr. Reed was charged with the goal of creating a schedule that would give us maximum exposure, the biggest possible return-on-investment, and stay within budget. His specific goals included:

- Cover as many day parts as possible, thereby reaching as varied an audience as possible.
- Keep the weekly budget to approximately $1,000.
- Use some "big reach" programming as well as lesser rated programming, allowing us some frequency in the messages delivered.
- Provide about 3,374,000 impressions over the 13-week flight, for an average cost per thousand (cpm) of $3.29.

PROPOSED ADVERTISEMENTS SCHEDULE

Mr. Reed developed a 13-week campaign with an alternating-week schedule, allowing our 15-second ads to air at the widest possible variety of NPR programs – 88 announcements that allowed 3,374,000 gross impressions on persons aged 25-54 (Arbitron Summer 2001). This was the proposed 13-week campaign schedule:

- Weeks 1, 3, 5, 7, 9, 11, and 13

M, W, F	9 am to 12 noon	2nd Cup
M - F	7 pm to 12 mid	Various
Sat	7 pm to 12 mid	Prairie, Riverwalk, and Jazz

- Weeks 2, 4, 6, 8, 10, and 12

T, Th	6 am to 9 am	Morning Edition
M - F	4 pm to 7 pm	All Things, Market Place
Sat	7 pm to 12 mid	Prairie, Riverwalk, and Jazz

CONCLUSIONS

- The campaign's schedule accomplished our goal of high frequency and "big reach" (airing when the most people were listening) were accomplished (Appendix D, Advertisement Times).

- With respect to determining which times/programs worked the best and whether the ads were cost effective, we determined that the more expensive daytime (6am-4pm) advertisements did generate more traffic to the website, but the additional traffic only barely offset the additional expense, as compared to the evening/nighttime's less expensive ads and website traffic ("Website", page 18).

ADVERTISEMENTS

At the onset, we knew that PBS/NPR stations had very strict guidelines for the advertisements that they aired. WABE 90.1FM is owned by the Atlanta Board of Education, known to be a conservative group. We were told that our advertisements (known as "underwriting announcements") were strictly for identification of the program's sponsor and that services and products could not be promoted.

GUIDELINES FOR WABE 90.1FM

These are the guidelines from WABE 90.1FM that we worked with as we created our ads:

- Don't use comparative, qualitative, or suggestive language.
- Don't address the usefulness, convenience, or advantages of the product or service.
- Don't mention prices, interest rates, or indications of savings associated with product.
- Don't include any use of the first or second person.
- Don't employ inducements to buy, sell, rent, lease, borrow, or loan.
- Don't issue any calls to action.
- Don't advocate any matter of public interest.

CREATING THE ADS

The Radio Team solicited ideas for the 15-second advertisements from the ministers of the participating congregations. We received 12 concepts, statements, and ideas, from which we developed the following seven advertisements:

1. Support for WABE comes from Georgia Unitarian Universalists, who unite to affirm and promote the inherent worth and dignity of every person. Explore with us at 404-542-4288 or at GAUU.ORG.

2. Support for WABE comes from Georgia Unitarian Universalists, practicing spiritual growth, ethical living, and freedom of religion every day. Explore with us at 404-542-4288 or at GAUU.ORG.

3. Support for WABE comes from Georgia Unitarian Universalists. We remember that we don't have to think alike to love alike. Explore with us at 404-542-4288 or at GAUU.ORG.

4. Support for WABE comes from Georgia Unitarian Universalists: a religion hundreds of years old with ideas and values for living today. Explore with us at 404-542-4288 or at GAUU.ORG.

5. Support for WABE comes from Georgia Unitarian Universalism, a religion with an open mind, an open heart, and an open door for everyone. Explore with us at 404-542-4288 or at GAUU.ORG.

6. Support for WABE comes from Georgia Unitarian Universalists who believe in life after birth and strive to bring heaven to earth. Explore with us at 404-542-4288 or at GAUU.ORG.

7. Support for WABE comes from Georgia Unitarian Universalists who think that God is too big a mystery for one solution. Explore with us at 404-542-4288 or at GAUU.ORG.

WABE'S APPROVAL OF THE ADS

Mr. Reed met with our Account Exec. to discuss the radio station's guidelines and possible copy ideas, including 12 proposed ads; the initial reaction was positive but further approval was needed. At the beginning of August 2002 we faxed seven specific ads to WABE for approval. Unfortunately, the final approval took longer that anticipated (due in part to WABE's never having previously run an advertising schedule from a religious institution so authorization was required from the Executive Committee and the station's lawyers), meaning a delay in our start date.

One key issue that arose from WABE's approval process was the word "religion." On Friday, August 30, the Account Exec. said that ads 1, 2 and 3 (above) were approved by the lawyers and would begin rotation the next business day (Tuesday, September 3), and 4 and 5 could be added to the rotation if we agreed to remove the word "religion" and substitute it with "institution" or "association." We argued that "religion" should be acceptable, then proposed "denomination," but finally agreed that the word "association" could be used.

CONFUSED SCHEDULE

As a result of the two week delay from WABE's approval process, the schedule did not start until the week of September 2; WABE offered to "double-up" the rotation during that first week. We agreed to double-up instead of extending the duration of the campaign into December.

The schedule proceeded to run through the week of November 4, which would have been the final week of the schedule had we started on August 12 (original start date). Unfortunately, the end date was not extended to November 23, and as a result, we had no advertisements aired the week of November 11.

We asked for and received two bonus weeks, which ran the weeks of November 18 and 25. This resulted in 13 weeks of advertisements over a 12-week period. Due to the Account Exec.'s error of not extending the end date and then giving 2 weeks of bonus spots, we realized a cost savings of approximately $2,025.

The final advertisement schedule is given in Appendix D, Advertisement Times.

CONCLUSIONS

We found advertising on our PBS/NPR station restrictive, cumbersome, expensive, and frustrating. Some PBS stations might not have problems with airing ads from religious organizations[5]. Some PBS stations might have less expensive options. Some PBS stations might have a better approval process. Although other PBS/NPR stations should not be judged by the difficulties we encountered with WABE, these recommendations are nevertheless important to note:

- Have the PBS/NPR station review your proposed advertisements (and get their final approval) far in advance from your campaign's start date.

- Give yourself time to evaluate the potential effectiveness of your approved ads. Some who heard our advertisements (our own UU membership and ministers) did not think listeners would know that we were a religious denomination (Appendix F, Feedback).

[5] *Personal communications with the Panama City UU Fellowship in Florida revealed that there is no barrier to religious announcements on their PBS (Appendix H, Reference Material).*

PHONE NUMBER
404-542-GAUU ... 404-542-4288

We were cautioned by both the Radio Team's Mr. Reed and the WABE 90.1FM Account Exec. that advertising a phone number would not be effective. We nevertheless proceeded with our plans and obtained a special phone number for this pilot program for two reasons:

- Our primary goal was to monitor the effectiveness of advertising during NPR programs. Tracking calls made to a special phone number is one more tool for measuring effectiveness. During UUA's national campaign in 1995-97, they gave only a toll-free 800 phone number for more information.

- Consideration of those PBS/NPR listeners who do not have internet access or who are more comfortable with using a phone rather than a computer was a key issue. We wanted to ensure that every listener had a means to contact the Radio Team for more information (and for us to track that contact).

FULL TIME RECEPTIONIST

Once we decided to obtain a special phone number to track listener's contact, we worked to find someone who would be able to:

- Answer our phone number (404-542-gauu) Mondays through Fridays, 9:00am until 5:00pm. To aid the receptionist in retrieving important information from each caller, we created a script that he/she could use for reference (Appendix B, Phone Script).
- Log every phone call made to 404-542-gauu and get information from the listener (Appendix C, Phone Call Log).
- Take a message for the appropriate ministers and relay the request for more information to the ministers. We wanted to make sure that the initial phone calls helped connect the caller with at least one congregation.
- Be able to answer general questions such as:
  - What is Unitarian Universalism?
  - What do Unitarian Universalists believe?
  - Where is the nearest congregation to my home?

  We needed someone knowledgeable about UUism, but we decided that asking a minister (or team of ministers taking shifts) was not necessary. To help the receptionist answer basic yet important UU questions, we copied a reference sheet which gave "Definitions of Unitarian Universalism" as well as a summary sheet of every Georgia congregation for locations and service times (Appendix H, Reference Material).

Only one participating congregation has a full-time receptionist/Administrative Assistant. After checking that person's availability and interest, and soliciting the congregational reps for suggestions (e.g., we asked if any had homebound members who could fulfill the job requirement), it was decided to ask the established receptionist/Administrative Assistant if she would fulfill the position. She agreed, as did her supervisor.

LAND LINE OR CELL PHONE?

The congregation whose Administrative Assistant agreed to answer our phone was finishing a renovation and construction project. Their offices were being moved, as were their phone lines. It was physically possible to add a separate phone line to their equipment, but the timing was not ideal. This congregation's move was delayed for two weeks, causing us to delay our campaign's kick-off. After the first week's delay, the Radio Team decided to proceed with the campaign, obtain a cell phone and use it to answer 404-542-gauu calls, and allow the Administrative Assistant to track the calls as previously discussed. One of the Radio Team members carried the cell phone for two weeks while the offices were moved and settled, but because there were so few phone calls, we decided not to incorporate the Administrative Assistant's efforts after all. During the entire campaign, 12 weeks, we received one, single, solitary phone call. We repeatedly tested the phone and confirmed with WABE 90.1FM the phone number was correctly advertised. We proved earlier predictions correct that advertising a phone number for UUism on this campaign was not effective.

CONCLUSIONS

- It is not beneficial to advertise a phone number for UUism. Mr. Reed had predicted that unless we were selling an item or pushing something with a deadline ("Call Now!"), then it would not be worth the expense and effort – he was right.

- Congregations' publicity efforts often attempt to provide multiple contact information. Providing a phone number in radio ads does not seem to be an efficient use of the limited air time. Our data indicates that promoting websites is much more effective than phone numbers.

WELCOMING VISITORS

Congregational representatives were given instructions on how to collect data on the number of visitors who came because of hearing the announcement on WABE90.1FM. They were told not to dramatically alter the way they greet visitors during the campaign period. They were to simply add "NPR/WABE" to their visitor form and distribute the form to every visitor (Appendix A, Tracking Tools, Visitor Form).

All nine congregations participated. Results were tabulated over 12 weeks in which the announcements took place (the first two weeks were condensed into one week at the beginning and hence the 13-week drive became 12). We wanted to compare the previous year's data over the same 12-week period; however, to our disappointment, we could not use it because it was heavily distorted due to the quantum jump of visitors in all congregations following the 9/11/01 terrorist attack. Comparison between the first six months of 2002 and the 12 weeks of the campaign shows a slight decrease in the average attendance in general, and not an increase.

RESULTS

The summary of the results for the individual congregation and total for all congregations is shown below. The first row indicates the number of total visitors during the campaign. The number of visitors who indicated "NPR/WABE" on the visitor form is shown in the second row. The bottom row shows the percent increase in number of visitors during the campaign.

	Emerson	First Ex.	GA Mtn	Northwest	UUCAtlanta	Gwinnett	Marietta	UU Metro Atl North	West GA	TOTAL
No. of Visitors	28	18	32	88	155	19	30	43	15	**428**
WABE Visitors	2	1	1	0	1	0	0	8	0	**13**
% increase	8	6	3	0	1	0	0	23	0	**3.1**

The following observations can be made from the above data:

- The average increase in attendance for all nine congregations combined is **3.1%.**
- The percentage-increase in visitors for individual congregations during the campaign ranged from a low of 0% to a high of 23%. The apparent reason for this may be dependent on how and who collected the data at the greeters' table.

- The statistical results of the nine congregations strongly depend on the two largest congregations – UUC Atlanta and Northwest UUC. The increase in the number of visitors who came after hearing WABE announcements at these two congregations, for some reason, is abysmally low. If we exclude these two congregations in the statistics, then the **average percentage-increase is 6.9%**.

Since there could have been visitors who were motivated by our announcements but were not recorded by the greeters, the above increase in visitors **defines the minimum** and could possibly be higher.

PRE-CAMPAIGN VISITOR NUMBERS

Creating a baseline of visitors was a challenge. This campaign was to begin mid-August, 2002, so tracking visitors immediately prior to the effort would mean during the summer months – a traditionally slower period for UU congregations. We decided to compare the previous year's data over the same 12-week period but that information was not sufficient because it was heavily distorted by the quantum jump of visitors in all congregations due to the national tragedy on September 11, 2001. We then decided to track visitors for two years prior to this campaign and found that many congregations did not maintain visitor numbers. Visitor information for 2000 was not available for many congregations.

Furthermore, as we gathered post-campaign numbers (December 2002 through January 2003), 2 of the 9 congregations were unable to provide weekly visitor data – their greeters could not find the visitor forms. Through this project it became clear that tracking visitors must be a goal for UU congregations. For any congregation to evaluate and build upon its own publicity efforts efficiently, they must have a strong baseline of visitor information.

CONCLUSIONS

- The visitor tallies seem to depend on who and how the data is collected in each congregation. The more persuasive and dedicated the greeters are to the cause, the truer the results. Casual discussions with the individuals indicate that the drive by the leadership (ministers, congregational representatives, lead greeters) had a bearing on the results.

- When questioning the low visitor tallies, we discussed this possibility: since the website had a significantly stronger attraction for the listeners, might a visitor check the "website" box instead of the "NPR/WABE" box on the visitor form? Would they remember and identify the last source of information, rather than the initial radio ad (which directed them to the website)? This is an excellent question that might have merit, but cannot be measured.

- We observe that tracking visitors at the congregations' front doors has too many uncontrollable variables; it is too subjective and inconsistent to be a tool for measuring the effectiveness of advertising UUism on PBS/NPR.

WEBSITE – WWW.GAUU.ORG
SENSE OF FACE AND PLACE

A new website was created for this project (www.gauu.org). We made a strong, concerted effort to create a "sense of face and place" with many photos and a simple metro-area map which gave a sense of where the 9 participating congregations were in relation to each other and metro Atlanta (all other Georgia congregations were listed below the map). The site was designed to be highly accessible for people with disabilities and was intended to be simple and straightforward, with few extraneous design elements. The purpose of the site – to provide clear information along with this sense of face and place – was kept in the forefront of the design effort. The site itself was intended to have little "personality" of its own, but rather to provide a clean, professional platform upon which to present our religion's main ideas and the unique features of each congregation. An archive copy of the website will be maintained at www.gauu.org/archive for the foreseeable future.

SENSE OF "FACE"

Thumbnail copies of 40 photos were randomly shown in a photo bar at the top of the website, varying from 4 to 12 thumbnail images at a time, depending on the screen width. The photos were contributed by 5 of the congregations, with additional photos from the area UU booth at Atlanta Pride Market.

Each of these images could be 'clicked' to show the enlarged photo and photo caption. Each photo had a link to that congregation's website in the photo caption. During the period of the campaign, 344 thumbnails were clicked to enlarge the photo and read the caption. This was NOT prompted – there were no instructions to click and enlarge – visitors did it intuitively and spontaneously.

The photos contained typical UU scenes: Religious Education (RE) classes, music performances, and, of course, potluck lunches! The only people identified in any of the photos were ministers and music directors.

SENSE OF "PLACE"

In addition to the photos that often showed the congregations' facilities, the website had a line-drawing map of the Atlanta Area on the "Congregation" main page, with the approximate location of the congregations indicated by a small chalice along with the name of the congregation. The area around each congregation was a clickable link to the congregation's page on the site. In addition, there was a menu entry for each congregation's page and a "locator" that would show the approximate distance from an entered ZIP code to each congregation. In this distance chart, there were links to Yahoo! Maps where directions from the entered ZIP code to each congregation were a

single click away. Every effort was made to make the process of finding each congregation as easy as possible.

The site also had a built-in calendar, where several events for the participating congregations were publicized, such as the book reading and discussion by Starr King President Rebecca Parker that was held at UUC Atlanta and "Hungry Ear" Coffee House that is held monthly at Northwest UUC.

CONTENT ON WEBSITE

Each congregation was given the opportunity to place content of its choosing on its page. The Radio Team eventually placed content on three of the congregation pages by extracting information from those congregations' websites. The other six congregations were able to place content on their pages using the relatively simple online editing features.

Content for the welcome "Home" page and the "About" page was primarily drawn from the UUA's website (www.uua.org). The home page had the same random images of close-up head shots with apt quotations as found on the UUA.org website. The "About" page also had portraits of several famous UUs from the past, including Ralph Waldo Emerson and Susan B. Anthony, with links to more biographical information.

TRACKING THE "HITS"

The website received 227 visits during the 12-week campaign, all of which appeared to be originated by the address being entered into the web browser (i.e. no links in from other sites or search engines). While some of the visits were return visits, examination of the website logs reveals that there were most likely well over 200 unique visitors, as only 3 or 4 visits were obvious repeat visits from the same internet connection. Since it is not possible to positively identify any website visitor, the exact number of people that viewed the site can never be accurately ascertained.

A total of 1,750 page-views occurred during these visits. On average, visitors viewed just under 8 pages, averaging almost 11 minutes per visit, spending, on average, almost 1.5 minutes per page. This represents an extremely interested audience, spending much more time per visit than is typical on other websites.

The map on the "Congregation" page was extremely effective, proving to be almost as popular as the text-links on the menu. It was common for visitors to look at the pages of more than one congregation. Visitors performed 48 ZIP code/locator look-ups on the website. There were also 51 visits to the maps/directions pages.

The website system had the ability to track the clicking of links that left the site, for example, to jump to a congregation's website. While subsequent clicks on the congregation's site could not be tracked, the initial jump from the gauu.org site to the external site was counted as a page view.

MOST FREQUENTED WEBPAGES

Here is a summary of the most-frequented pages. Interestingly, the 40 photos that were rotated in the top-margin bar were clicked 344 times, and the "Home" page had 307 visits.

gauu.org Webpages	Number of times visited	Clicked on congregation's own website (leaving gauu.org)	Clicked on map and/or directions for specific congregation
Home	307		
About	58		
Congregations (list of)	157		
Emerson UUC	**44**	**19**	**4**
First Existentialist	**55**	**13**	**2**
GA Mountains	**24**	**6**	**3**
Northwest UUC	**37**	**8**	**11**
UUC of Atlanta	**81**	**24**	**7**
UUC of Gwinnett	**53**	**10**	**5**
UUC of Marietta	**26**	**7**	**3**
UU Metro Atl. N.	**74**	**28**	**11**
West GA UUF	**21**		**5**
Mid-South Dist.		1	
UUA.org		29	
"100 questions" page		22	
Other sites		24	
ZIP code lookups	48		
Photos viewed enlarged	344		
Feedback forms sent	2		
Calendar views	35		

Reading the above chart, we see that 157 clicked on a list of congregations, then 24 clicked on GA Mountain's webpage, 3 clicked on map and/or directions to GA Mountain's congregation, and 6 visited GA Mountain's own webpage (thereby leaving www.gauu.org).

We see that seekers clicked 29 times on UUA.org, 22 times on "100 questions," and 24 on our "other sites" webpage – a total of 75 visits to webpages that offered general UUism information and research opportunities.

And finally, 48 visits to the zip code look-up webpage shows that people want to determine where UU congregations are located, relative to their home/work.

TECHNICAL DETAILS

The website was set to prevent 'well-behaved' search engine 'robots' from scanning/indexing the pages. It does appear that there were four visits from robots during the 12-week campaign, but no hits from people entering from search engine or directory listings.

We set up an alias website as gauu.NET with identical content, except search engine robots were allowed to enter and index the contents of the site. Since this site was separate and had separate traffic logs, we could be fairly certain that the visitors to gauu.ORG were there in response to the radio announcements. We asked our congregational representatives to use the gauu.NET address if they needed to visit the site.

Having a short, catchy domain name of GAUU was essential to the effectiveness of the response to the ads. Since NPR, WABE 90.1FM, and most of the participating congregations use the .ORG ending to their domain names, it seemed natural to follow that convention. It is possible, but unlikely, that radio listeners entered the .NET address.

OBSERVATIONS

We do know that our ads prompted visits. Prior to the airing of the ads, all visitors were identifiable as either part of the Radio Team or congregational representatives. After the site was completely ready, and before the ads started, there were no unknown visitors. This is the advantage of having a brand-new website that cannot be found from search engines or via links from other sites. Within a minute of the airing of the first ad, we had a visitor that stayed for almost 9 minutes and viewed 9 pages. This was obviously a person who was listening to the radio while surfing the internet. Other visitors showed a delayed reaction, entering the site many hours after the most recent ad.

During the second week of November (11/11/02), when there were no ads being aired, website traffic dropped to a very low level, with only 4 visitors and 10 pages viewed during the entire week.

In evaluating visitor trends, there were more visits (130 of 227) during the hours of 6 am to 4 pm, even though fewer ads were aired (32 of 82). This resulted in a much higher visits-per-ad ratio (4.1 visits per ad in the daytime vs. 1.9 visits per ad in the evening). However, because of the much higher cost of the morning "drive-time" ads, the cost per visitor is not much lower than for the evening ads. From the traffic logs, it seems that many people heard the ads in the morning, perhaps during their morning commute, and then visited the website when they arrived at work. The evening commute did not show the same degree of response, although the evening programs did exhibit some level of immediate response.

Further tables and charts of the ads, visits, and time period analysis can be found in the appendix (Appendix E, Website Data). This entire report will be available online at www.gauu.org/report.

CONCLUSIONS

- PBS/NPR listeners will spend a long time (in internet terms!) reading the website, and they will take the time to click on photographs and map/locators. Give the visitor your congregation's "Sense of Face and Place." Also, give the visitor enough information to research your congregation and UUism on your website and beyond.

- Content is key – a complex, flashy site is not required to hold the visitor's attention.

- The more expensive daytime advertisements did generate more traffic, but the additional traffic only barely offset the additional expense, as compared to the less expensive evening/nighttime ads.

- The number of visits dropped off over the course of the campaign, indicating that a point of diminishing returns might be reached fairly quickly.

FINANCES

Funding for this pilot program was discussed in October 2001. After exploring the options of adverting on all PBS/NPR stations in the Mid-South District, it was painfully apparent that such an extensive campaign would not be financially feasible. That exploration raised the pivotal question: "Is it WORTH advertising on PBS/NPR stations?" Thus this project's concept evolved into a pilot program that would measure the effectiveness of such advertising, albeit in a much smaller, targeted area.

The Radio Team determined that three key investing groups were required: the congregations that would participate in the program, the Mid-South District, and a grant from the Unitarian Universalist Funding Program.

The Radio Team met with the ministers of the targeted congregations and described the pilot program in great detail. The ministers were enthusiastic and supportive. They all pledged the minimum $200 as each congregation's investment at that initial meeting, constituting more than 10% of the proposed budget of $18,000.

The Mid-South District Board voted to unanimously support this project in February 2002, investing $1,500 or just under 10% of the proposed budget.

With $3,000 pledged, the Radio Team submitted a grant proposal to the Fund for Unitarian Universalism (www.uua.org/uufp), requesting $15,000. We were awarded $7,000 with a $3,000 challenge grant. The Radio Team solicited the targeted congregations and the District Board, and raised an additional $3,000 to obtain the challenge grant. We re-worked our original schedule and planned expenses to trim $2,000 from the proposed budget to accommodate the raised funds of $16,000.

INCOME AND EXPENSES

Here is a brief overview of the income and expenses of this pilot program:

Income		**Expenses**	
UUFP Grant	$7,000	WABE	$11,095 **
UUFP/matching	$3,000	Phone	$305
Mid-South District	$3,000	Website	$ 300
Congregations	$3,030 *	Administrative	$ 100
Total	$16,030	Total ***	$ 11,800

* Several individuals donated funds to support this program (Appendix a, Tracking Tools, newsletter article that congregational representatives published, soliciting support).

** Roughly $3,000 was saved by (1) 2 weeks of bonus ads (page 10, Advertisements), and (2) not paying a stipend for administrative help (answering phones, processing final report).

*** Not all expenses were accounted for at the time of this report. Substantial expenditures for copying and postage are unknown at publication date. Funds remaining will be distributed to the investors of this program.

PROJECT CALENDAR

11/14/01	District President proposes district-wide NPR campaign
12/01	District Communications Committee researches past efforts and funding
1/14/02	Radio Team begins developing Pilot Program
2/16/02	Radio Team receives support and financial pledge from District Board
2/21/02	Radio Team receives support and financial pledge from metro Atlanta congregational ministers
3/15/02	Radio Team submits application for UUFP grant
7/02	Radio Team is awarded UUFP grant w/ challenge grant
5 - 8/02	Congregations gather past visitor data (2000, 2001, to current)
9/3/02	Advertising campaign begins and congregations begin tracking visitors for campaign
11/30/02	Advertising campaign ends
12/02-1/03	Congregations track visitors for post-campaign data
2/20/03	Radio Team presents final report to metro Atlanta congregational ministers
2/22/03	District Communications Committee presents final report to District Board
2/24/03	Radio Team distributes final report to congregations, districts, UUA, and loads information to website (www.gauu.org)

CONCLUSION

- Scheduling an advertising campaign on the radio takes a great deal of educated guessing and flexibility. If a specific deadline is important (eg, announcing an event to attract visitors), then budget ample time for creating the ads and getting them approved by the radio station and ready for airing. If you think you've budgeted enough time, add 2 weeks for buffer.

RECOMMENDATIONS FOR FUTURE CAMPAIGNS

We were disappointed (putting it mildly) by the low numbers of congregational visitors who identified our PBS/NPR campaign as the reason they were visiting. We were thrilled (again, putting it mildly) by the high numbers of people studying our website. We were predictably disappointed by the lack of phone calls from radio listeners. We were frustrated with the dilution of our ad content by our PBS/NPR station's guidelines and approval process.

So, what do we recommend?

- Greeters must become diligent about welcoming visitors and asking what brought them to the congregation. The information gathered offers significant insight into the congregation's visibility to the public. The data can be used for years to come, not to mention identifying and connecting with visitors on a personal level. One congregation that participated in this project has a system whereby the greeter emails weekly visitor information to the minister and board. This weekly email briefly profiles every visitor, including why he/she attended, personal interests, friends/relatives who attend the fellowship, children's names, ages, and interests, and general comments. This weekly email allows congregational leaders to easily identify visitors on a more personal level the following Sunday and the "visibility" measurements are available for future reference. It seems to be a powerful system.

- Advertising on PBS/NPR is not going to bring people to your door. Radio advertising efforts are important, but in the sense of promoting UUism and making it an identifiable and recognized religion to the public. With respect to bringing visitors to your congregation, your radio advertising efforts would be in support of other on-going promotional efforts, and not an independent tool.

- There is an altruistic value in supporting public broadcast stations, and many UUs are supportive of the often educational and liberal programs on these stations. Furthermore, PBS/NPR reaches listeners with demographics similar to many of our UU congregations and there is great value in making UUism an identifiable and mainstream religion. These subjective and qualitative aspects are immeasurable yet important to the decision whether or not to advertise on PBS/NPR stations.

- If advertisements are affordable on PBS stations in your area, consider expanding a campaign schedule for 52 weeks, instead of 12 (possibly with less frequency). This strategy might be affordable and feasible in smaller markets, where PBS stations are willing to work with the congregation and its budget, and constant advertising helps to build a brand name and public recognition. If this is the situation in your area, make your PBS/NPR ads in sync with your other promotional efforts (newspaper, flyers, brochures, etc).

- We recommend that there be a follow-up with the Metro Atlanta Ministers on the long-term impact of this advertising campaign on their congregations. The Mid-South District Communications Chair could check with each minister in June and November 2003.

- Improve, enhance, and keep vigilant focus on your congregation's website! Content is key and flash is not necessary. Photos and locators/maps ("Sense of Face and Place") are important as well as general information about UUism. Seekers are surfing and researching on the internet – make sure they can find your website and make sure it's current and inviting.

- Based upon the effectiveness of this project's website and the apparent interest that seekers showed with information on the project's website, we recommend that congregations, districts, and the UUA pay particular attention to their website's content and how it portrays them.

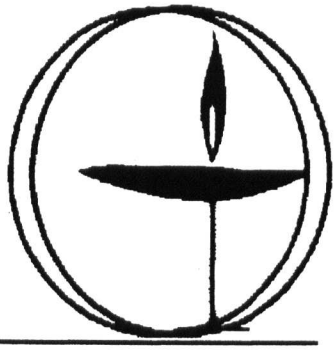
- We believe it would worthwhile and effective if UUA were to advertise on PBS/NPR programs again, and promote UUism on a national level, and this time provide their website address for more information.

APPENDIX A

TRACKING TOOLS

Visitor Form
Quick Facts
Newsletter Article

Welcome!



* PLEASE PRINT *

Date: _____

Name: _____ Spouse/Partner: _____

Children's Names & Dates of Birth: _____

Address: _____

City: _____ State: _____ Zip: _____

Telephone: (day) _____ (evening) _____

Email: _____

INTERESTS:

☐ I would like to receive a newsletter for a trial period of three months.

☐ I would like someone to call me with information about the following:

____ Children/Youth Religious Education
____ Opportunities to learn more about Unitarian Universalism and this congregation
____ Social groups and fellowship opportunities
____ Adult Programming and Religious Education
____ Membership questions
____ Community outreach and social justice concerns
____ Other: _____

☐ I have participated in a Unitarian Universalist church before.
City, State: _____

☐ I visited this congregation before. Month, Year: _____

HOW DID YOU LEARN ABOUT OUR CONGREGATION?

____ Through a friend or relative
____ Prior contact with a UU church
____ Telephone book ("Yellow Pages")
____ Website
____ WABE radio ("National Public Radio")

Other: _____

Thank you for completing this form

"SPREAD THE WORD" FACT SHEET

For questions or more info, contact Terri Beech, Mid-South District Communications Chair, 770-451-4771 ... terribeech@bellsouth.net ... 3975 Chesson Court, Atlanta, GA 30319

RadioTeam Task Force:
Terri Beech, terribeech@bellsouth.net ... Mid-South District Board
Mani Subramanian, manis@bellsouth.net ... Northwest UUC
Mann Reed, Nudnick27@aol.com ... UUCAtlanta
Earl Daniels (website developer), earldaniels@wwuud.net ... Northwest UUC

Congregational Representatives:
UUCAtlanta -- Robin Kottman, rkottman@uuca.org
UUMAN -- Randy Blasch, RBlasch@RESPONSEmedia.com
Douglasville -- Stan Burch, RR10Dville@aol.com
Emerson -- Rev. Glenda Gray, Grgray2@aol.com
First Existentialist -- Rev. Marsha Mitchner, revm@bellsouth.net
Northwest -- Charlotte Alyea, calyea@mindspring.com
UUMarietta -- Richard Hyatt, richardhyatt@attbi.com, and
Scott Akridge, TsihdduB@aol.com
Georgia Mtns -- Lyn Hopper, lynhopper@alltel.net
UUGwinnett -- Sherri O'Brien, 770-717-7913

PROGRAM GOALS

- Develop powerful and professional advertising campaign to "Spread the Word" about Unitarian Universalism.
- Measure the effectiveness of public radio advertisements on the number of visitors, and increase in membership, on congregations within broadcast area during the campaign.
- Distribute advertising campaign, tracking tools, and results to all Mid-South District congregations and to UUA (for nation-wide distribution).
- Increase awareness of Unitarian Universalism via public radio announcements.

ADVERTISING SCHEDULE – 13 week Campaign to start August 2002

Weeks 1, 3, 5, 7, 9, 11, and 13

M, W ,F	9 am to 12 noon	2nd Cup
M - F	7 pm to 12 mid	Various
Sat	7 pm to 12 mid	Prairie, Riverwalk, and Jazz

Weeks 2, 4, 6, 8, 10, and 12

T, Th	6 am to 9 am	Morning Edition
M - F	4pm to 7 pm	All Things, Market Place
Sat	7 pm to 12 mid	Prairie, Riverwalk, and Jazz

QUICK FACTS -- The pilot program includes these important features:

- Alternating 13 weeks of advertisements
- 15-second announcements
- 208 announcements
- 8,027,100 persons aged 25-54 delivered *(Gross Impressions Atlanta Arbitron Summer 2001)*
- Cost per thousand persons of $2.00

FUNDING PLAN

♦ Grant from UUA Funding Program	$7,000
♦ Support from Mid-South District	$1,500
♦ Support from Congregations	$1,500
♦ Challenge Grant from UUA Funding Program	$3,000
♦ Additional Fundraising (to meet challenge grant)	$3,000
Total cost	$16,000

WHAT EACH CONGREGATION NEEDS TO PROVIDE

- ***Financial Support*** – at least $200 (to cover $1,500 among 8 congregations).

- ***Representative on Program*** – at least one person who will interact with RadioTeam and be liaison between church and group. This person will also gather visitor information each week of monitoring.

- As many ***photos*** as possible of congregation, members, events, etc for website (50 pictures would be ideal).

** end **

To spread the good news about our NPR efforts, and pump up enthusiasm and support among our members, we encourage you to write an article for your congregation's newsletter. Below is a simple article for your use ... feel free to edit, expand, condense, etc. Thank you for all that you're doing to make this grant program a success!

Terri Beech
770-451-4771 ... terribeech@bellsouth.net

"Spread the Word" via Radio

The Mid-South District has been awarded a grant for radio advertisements and our congregation can reap the benefits! (Your church name) is one of the 8 metro Atlanta congregations that will participate in a 13-week radio advertising campaign on WABE (90.1FM) as part of the "Spread the Word" grant. The grant program will measure the impact of over two hundred 15-second advertisements on (1) the increase of visitors to our congregation, (2) the number of hits on a specially-prepared website, and (3) the number of calls to a local phone number.

This program is funded by the Fund for Unitarian Universalism ($7,000), the Mid-South District ($1,500), and the 8 metro Atlanta congregations ($1,500, approx. $200/church). The grant panel also issued a challenge grant of $3,000 – if we raise an additional $3,000, the UUA will provide a total of $10,000. The cost of the 13-week program (providing over 8 million gross impressions on listeners aged 25-54) costs $16,000.

As you can see, this is a wonderful opportunity for (Your church name). If you would like to contribute to this effort, please give your check (payable to Mid-South District, noted: NPR Project) to (Your name). If you have any questions about the grant, please contact me (Your name and phone, email) or Terri Beech (MSD Communications Chair, 770-451-4771, terribeech@bellsouth.net).

** end **

National Public Radio Advertising Program

Dear _____,

Please cut a check for $_____ from our

_____ account/budget.

Please make the check payable to Mid-South District, with "NPR Project" on memo line.

Please send this check to:
Terri Beech (MSD Communications Chair)
3975 Chesson Court, Atlanta, GA 30319

Let me know if you have any questions, or feel free to contact Terri Beech at 770-451-4771 or terribeech@bellsouth.net .

Thank you,

APPENDIX B

PHONE SCRIPT

Spread the Word Telephone Answering

UU: Good _____. Georgia Unitarian Universalist Radio Response. I'm Terri. How can I help you?

Cust: I heard your announcement, etc. I'm trying to find out more about your organization.

UU: We have nine Unitarian Universalist congregations in Greater Atlanta. Where do you live M'am/Sir?

Cust: I/We live in _____.

UU: Oh, you have several options to attend the congregation of your choice. First, would you like to know briefly what UUism is?

Cust: Yes, I would

UU: Succinctly, UUs believe that every individual should be encouraged to develop a personal philosophy of life. One of the seven principles of UU is that every person is worthy and should be treated with dignity. It would be best for a minister or a lay leader to explain more in depth about UUism, if you want to explore more about us.

Would you like to visit one of the nine congregations in the metro-Atlanta area and surroundings?
Or, would you like to know more about UUism?

Cust: Yes, I would like to visit a congregation.

UU: Would you like a large, medium or small size congregation? (Look up the zip code and give the closest choices). The service(s) at the congregation are on Sunday mornings at xx:xx.

OR

Cust: I'd like to know more about UUism.

UU: I can have the minister or a leader of the _____ Congregation contact you; or would you prefer to contact the minister?

Cust: Yes, I'd like to be contacted and my telephone number is _____(or) No, please give me the information to contact the minister.

UU: You'll be hearing from him/her soon; (or) His or her name is Rev. _____ and telephone number is _____.

APPENDIX C

PHONE CALL LOG

GEORGIA UNITARIAN UNIVERSALISTS RADIO RESPONSE

404-542-4288 ... WWW.GAUU.ORG

Date & Time of Call:	
Name:	
Phone and Email:	
Object of Call (What did caller want?)	
Result of Call (What did you do?)	
Comments:	

Date & Time of Call:	
Name:	
Phone and Email:	
Object of Call (What did caller want?)	
Result of Call (What did you do?)	
Comments:	

Date & Time of Call:	
Name:	
Phone and Email:	
Object of Call (What did caller want?)	
Result of Call (What did you do?)	
Comments:	

APPENDIX D

ADVERTISEMENT TIMES

Ad Times on WABE 90.1fm

	Morning Edtn 6:00 - 9:00a	Second Cup 9:00a - 12:00p	All Considered 4:00 - 6:30p	Marketplace 6:30 - 7:00p	Night Pgms 7:00 - 12:00a
Monday, Sept. 2			**4:33p**		**7:59p**
Tuesday, Sept. 3		9:59a		6:59p	
Wednesday, Sept. 4	6:19a	11:30a			7:59p
Thursday, Sept. 5	7:30a				10:59p
Friday, Sept. 6	6:19				8:58
Saturday, Sept. 7				7:59p	9:33p
Monday, Sept. 9					**10:59p**
Tuesday, Sept. 10		11:30			9:59
Wednesday, Sept. 11	none				
Thursday, Sept. 12					8:55
Friday, Sept. 13		9:30			9:00
Saturday, Sept. 14					10:34
Monday, Sept. 16	**6:19**		**5:34**		
Tuesday, Sept. 17	8:49				
Wednesday, Sept. 18				6:59	
Thursday, Sept. 19	6:29				
Friday, Sept. 20	none				
Saturday, Sept. 21					8:58
Monday, Sept. 23		**9:30**			**9:59**
Tuesday, Sept. 24		11:59			
Wednesday, Sept. 25					10:47
Thursday, Sept. 26					7:59
Friday, Sept. 27					0:00
Saturday, Sept. 28					10:41
Monday, Sept. 30	**8:59**				
Tuesday, Oct. 1	8:09		5:33		
Wednesday, Oct. 2	7:09				
Thursday, Oct. 3			5:05		
Friday, Oct. 4	none				
Saturday, Oct. 5					7:59
Monday, Oct. 7					**9:53**
Tuesday, Oct. 8		10:30			7:58
Wednesday, Oct. 9					8:55
Thursday, Oct. 10					7:28
Friday, Oct. 11		9:59			
Saturday, Oct. 12					8:59
Monday, Oct. 14			**5:59**		
Tuesday, Oct. 15	8:49				
Wednesday, Oct. 16	6:29				
Thursday, Oct. 17			4:19		
Friday, Oct. 18	8:49				
Saturday, Oct. 19					9:52
Monday, Oct. 21		**9:30**			**9:59**
Tuesday, Oct. 22					8:56
Wednesday, Oct. 23					10:58
Thursday, Oct. 24		11:30			
Friday, Oct. 25					10:59
Saturday, Oct. 26					9:58

Ad Times on WABE 90.1fm

	Morning Edtn 6:00 - 9:00a	Second Cup 9:00a - 12:00p	All Considered 4:00 - 6:30p	Marketplace 6:30 - 7:00p	Night Pgms 7:00 - 12:00a
Monday, Oct. 28			5:49		
Tuesday, Oct. 29	8:09				
Wednesday, Oct. 30	7:29				
Thursday, Oct. 31	6:49				
Friday, Nov. 1	7:50		6:28		
Saturday, Nov. 2					7:59
Monday, Nov. 4		9:30			
Tuesday, Nov. 5		11:30			7:58
Wednesday, Nov. 6					10:59
Thursday, Nov. 7					7:28
Friday, Nov. 8					9:59
Saturday, Nov. 9					8:59
Monday, Nov. 11		SKIPPED THIS WEEK			
Tuesday, Nov. 12					
Wednesday, Nov. 13					
Thursday, Nov. 14					
Friday, Nov. 15					
Saturday, Nov. 16					
Monday, Nov. 18					7:58
Tuesday, Nov. 19					10:55
Wednesday, Nov. 20		9:30			7:59
Thursday, Nov. 21					8:59
Friday, Nov. 22		10:30			
Saturday, Nov. 23					10:39
Monday, Nov. 25	7:30		5:19		
Tuesday, Nov. 26					
Wednesday, Nov. 27	8:29		6:28		
Thursday, Nov. 28	6:59				
Friday, Nov. 29	8:49				
Saturday, Nov. 30					

End of 12-Week Campaign

APPENDIX E

WEBSITE DATA

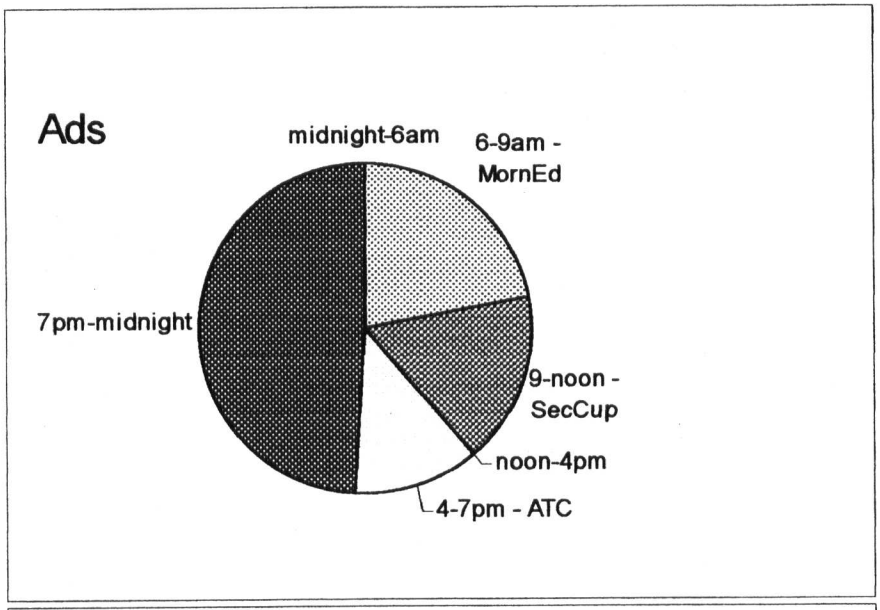
Web Site Traffic

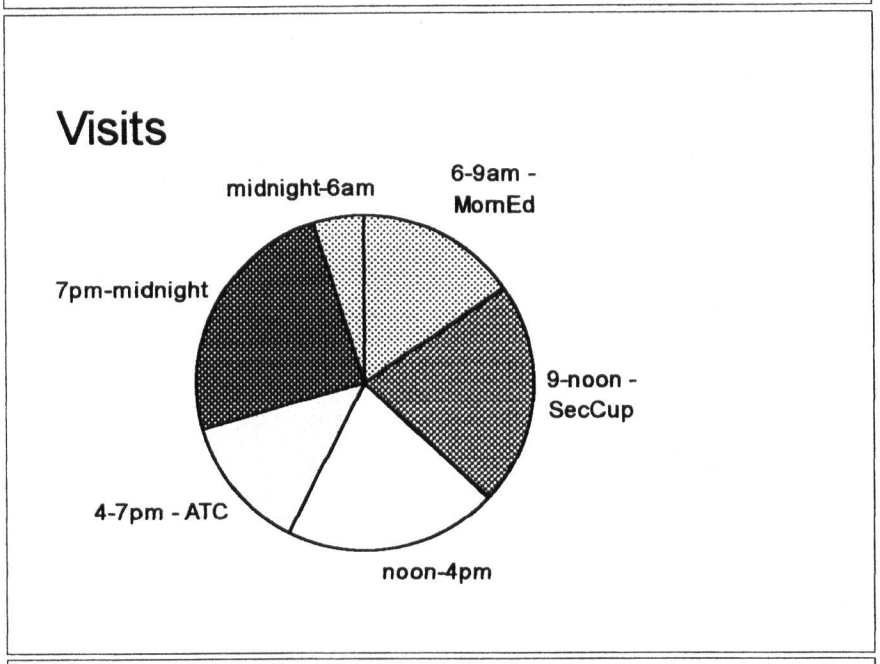
Period[1]	Ads	Visits	Visits/Ad		Pages	Pages/Ad		Cost	Cost/Visit		Cost/Page	
6-9am - MornEd	18	35	1.9		268	14.9		3920	112.00		14.63	
9-noon - SecCup	14	49	3.5	4.1	467	33.4	31.5	2100	42.86	46.31	4.50	5.97
noon-4pm	0	46			274			0	0.00		0.00	
4-7pm - ATC	10	30	3.0		223	22.3		2450	81.67		10.99	
7pm-midnight	40	56	1.4	1.9	452	11.3	14.8	2625	46.88	52.32	5.81	6.85
midnight-6am	0	11			66			0	0.00		0.00	
Totals	**82**	**227**		**2.8**	**1750**		**21.3**	**11095**		**48.88**		**6.34**

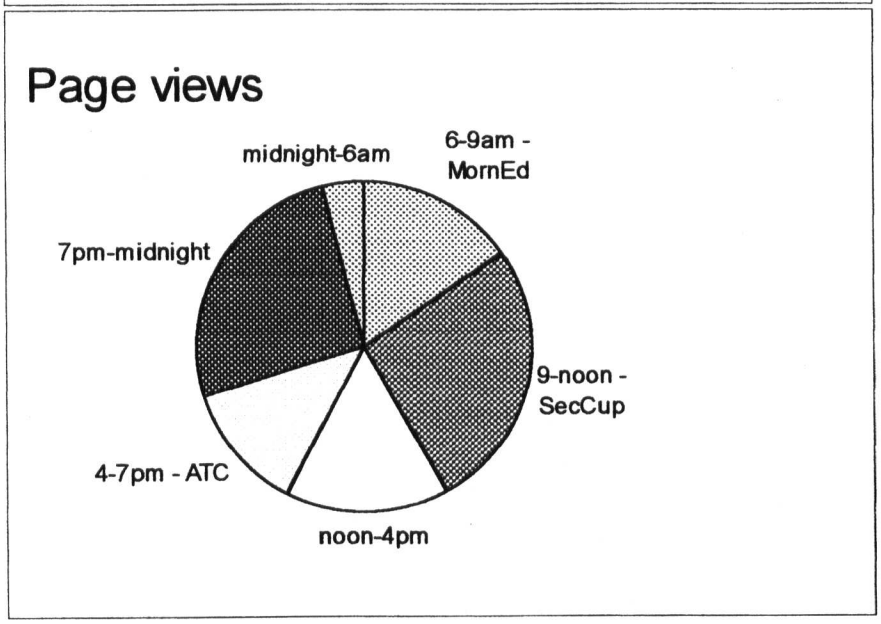
This chart breaks down ads and web site visits by time of day, showing how many ads were run, how many visits to the web site and the total number of pages viewed during each time period. The next page shows this information in the form of pie graphs.

The "Visits/Ad" and "Pages/Ad" columns show the number of web site impressions per ad run during the time period, as well as overall during the two major time period division of the day. The "Cost" column shows the total cost for all ads run during that time period during the campaign. The "Cost/Visit" and "Cost/Page" columns show the total cost of ads during the time period divided by the number of visits or page views.

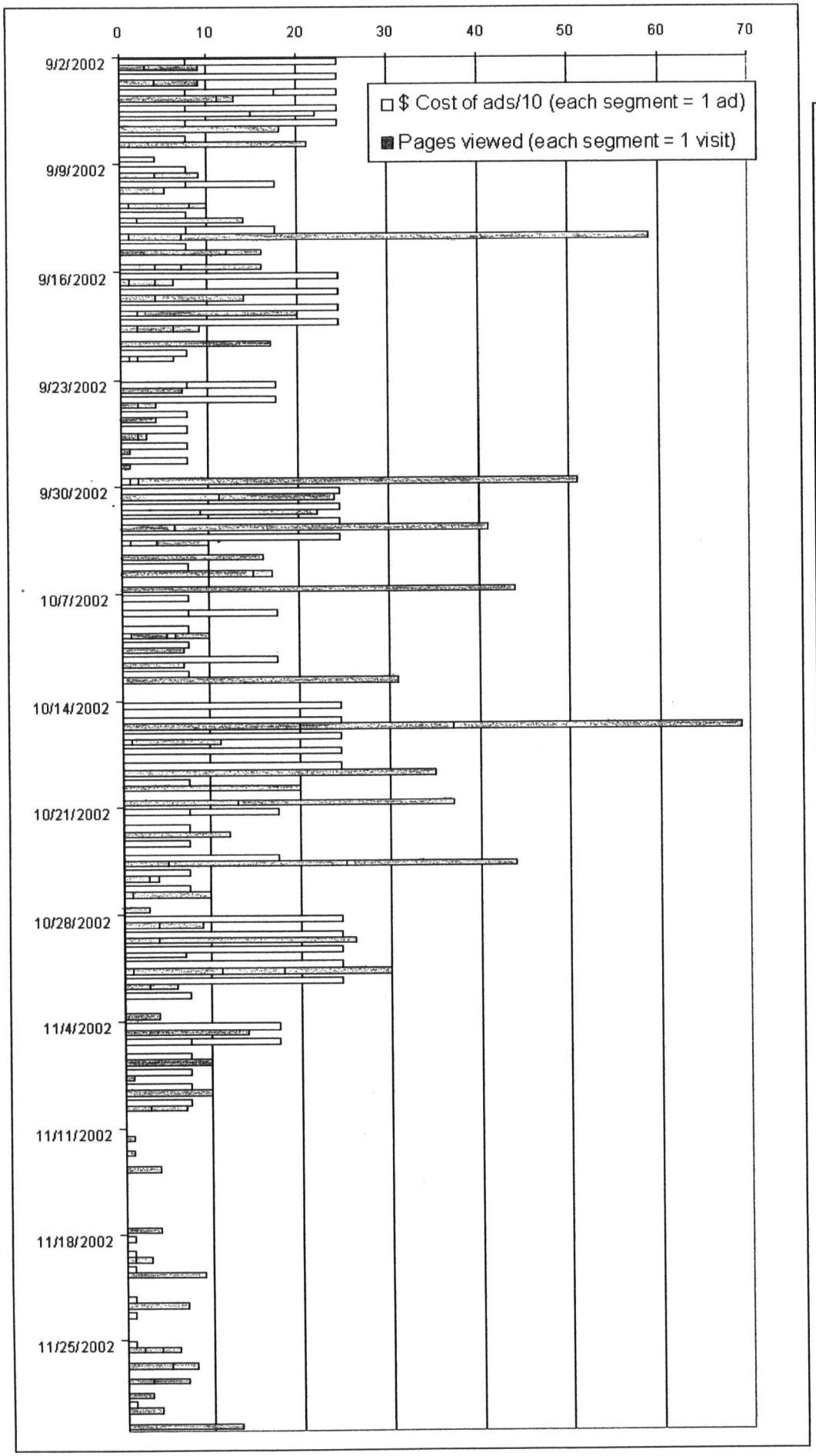
Web Site Traffic







Web Site Traffic



This chart shows the ads aired and web pages viewed, with each group of two bars representing all of the activity for a single day. The cost of the ads was divided by 10 to scale to fit the graph. Each segment of a bar represents on ads or one visit. This information is shown in tabular form, starting on the next page.

Ads in the last week are displayed as costing $1 although they were no cost

Web Site Traffic

Complete Ad / Web Visit Listing:

Date-Time of ad or visit	Time Period[1]	Cost of ad	Pages viewed
9/2/02 16:36	ATC	245	
9/2/02 16:36	ATC		9
9/2/02 16:45	ATC		3
9/2/02 19:59	evening	75	
9/3/02 9:59	SecCup	175	
9/3/02 16:30	ATC		7
9/3/02 17:39	ATC		9
9/3/02 18:59	ATC	245	
9/3/02 23:41	evening		4
9/4/02 6:19	mornEd	245	
9/4/02 11:30	SecCup	175	
9/4/02 14:52	afternoon		1
9/4/02 19:55	evening		2
9/4/02 19:55	evening		5
9/4/02 19:59	evening	75	
9/4/02 20:18	evening		13
9/4/02 22:16	evening		11
9/5/02 7:30	mornEd	245	
9/5/02 8:05	mornEd		22
9/5/02 10:02	SecCup		15
9/5/02 14:45	afternoon		6
9/5/02 15:45	afternoon		3
9/5/02 22:20	evening		15
9/5/02 22:59	evening	75	
9/6/02 6:19	mornEd	245	
9/6/02 7:12	mornEd		5
9/6/02 8:27	mornEd		8
9/6/02 14:59	afternoon		18
9/6/02 20:58	evening	75	
9/7/02 12:51	afternoon		1
9/7/02 19:59	evening	75	
9/7/02 20:02	evening		12
9/7/02 21:33	evening	75	
9/7/02 21:49	evening		21
9/8/02 9:01	SecCup		4
9/9/02 9:51	SecCup		1
9/9/02 14:42	afternoon		9
9/9/02 22:59	evening	75	
9/9/02 23:28	evening		4
9/10/02 11:30	SecCup	175	
9/10/02 12:12	afternoon		5
9/10/02 21:59	evening	75	
9/11/02 1:31	night		4
9/11/02 4:08	night		10
9/11/02 15:32	afternoon		8
9/11/02 16:39	ATC		1
9/12/02 9:02	SecCup		14
9/12/02 20:55	evening	75	
9/12/02 22:28	evening		2
9/13/02 9:30	SecCup	175	
9/13/02 9:32	SecCup		59
9/13/02 9:32	SecCup		2
9/13/02 9:33	SecCup		7
9/13/02 20:58	evening		1
9/13/02 21:00	evening	75	
9/14/02 9:35	SecCup		16
9/14/02 10:09	SecCup		4
9/14/02 20:30	evening		8
9/14/02 20:52	evening		9
9/14/02 22:34	evening	75	
9/14/02 22:34	evening		12
9/15/02 0:12	night		16
9/15/02 13:02	afternoon		1
9/15/02 14:39	afternoon		7
9/15/02 20:03	evening		4
9/16/02 6:19	mornEd	245	
9/16/02 6:41	mornEd		1
9/16/02 17:34	ATC	245	
9/16/02 17:35	ATC		6
9/16/02 20:08	evening		4
9/16/02 22:14	evening		1
9/17/02 8:39	mornEd		2
9/17/02 8:39	mornEd		3
9/17/02 8:39	mornEd		4
9/17/02 8:40	mornEd	245	
9/17/02 8:40	mornEd		1
9/17/02 8:40	mornEd		5
9/17/02 8:41	mornEd		1
9/17/02 9:07	SecCup		14
9/17/02 21:44	evening		4
9/18/02 12:58	afternoon		12
9/18/02 15:05	afternoon		10
9/18/02 15:15	afternoon		6
9/18/02 18:59	ATC	245	
9/18/02 21:35	evening		20
9/18/02 22:10	evening		2
9/19/02 6:29	mornEd	245	
9/19/02 7:40	mornEd		3
9/19/02 10:57	SecCup		9
9/19/02 11:36	SecCup		1
9/19/02 12:51	afternoon		6
9/19/02 15:48	afternoon		1
9/19/02 23:54	evening		2
9/20/02 0:02	night		1
9/20/02 8:37	mornEd		1
9/20/02 8:38	mornEd		7
9/20/02 9:10	SecCup		3
9/20/02 22:48	evening		17
9/21/02 9:01	SecCup		6
9/21/02 10:41	SecCup		2
9/21/02 14:18	afternoon		1
9/21/02 14:22	afternoon		1
9/21/02 20:58	evening	75	
9/23/02 9:30	SecCup	175	
9/23/02 13:47	afternoon		1
9/23/02 17:17	ATC		1
9/23/02 21:59	evening	75	
9/23/02 22:09	evening		7
9/24/02 10:36	SecCup		2
9/24/02 11:59	SecCup	175	
9/24/02 12:52	afternoon		2
9/24/02 13:50	afternoon		4
9/24/02 15:26	afternoon		1
9/24/02 16:52	ATC		2
9/24/02 21:45	evening		2
9/25/02 9:37	SecCup		2
9/25/02 15:14	afternoon		2
9/25/02 22:47	evening	75	
9/25/02 23:15	evening		4
9/26/02 6:17	mornEd		2

Web Site Traffic

9/26/02 12:29	afternoon		2
9/26/02 14:03	afternoon		3
9/26/02 14:47	afternoon		2
9/26/02 19:59	evening	75	
9/27/02 8:24	mornEd		1
9/27/02 10:23	SecCup		1
9/27/02 16:38	ATC		1
9/27/02 21:00	evening	75	
9/28/02 10:54	SecCup		1
9/28/02 17:27	ATC		1
9/28/02 22:41	evening	75	
9/29/02 13:15	afternoon		4
9/29/02 16:07	ATC		51
9/29/02 16:59	ATC		2
9/29/02 21:31	evening		1
9/30/02 8:59	mornEd	245	
9/30/02 9:04	SecCup		24
9/30/02 10:06	SecCup		1
9/30/02 10:17	SecCup		1
9/30/02 15:53	afternoon		4
9/30/02 23:03	evening		11
10/1/02 8:04	mornEd		7
10/1/02 8:09	mornEd	245	
10/1/02 8:37	mornEd		22
10/1/02 9:30	SecCup		4
10/1/02 10:24	SecCup		1
10/1/02 14:27	afternoon		1
10/1/02 17:33	ATC	245	
10/1/02 17:53	ATC		9
10/1/02 20:29	evening		9
10/2/02 7:09	mornEd	245	
10/2/02 7:17	mornEd		2
10/2/02 8:02	mornEd		41
10/2/02 8:53	mornEd		6
10/3/02 9:37	SecCup		1
10/3/02 12:25	afternoon		10
10/3/02 13:38	afternoon		2
10/3/02 16:50	ATC		1
10/3/02 17:05	ATC	245	
10/3/02 17:06	ATC		5
10/3/02 17:06	ATC		10
10/3/02 17:18	ATC		1
10/3/02 18:23	ATC		4
10/3/02 21:47	evening		1
10/4/02 0:24	night		1
10/4/02 8:35	mornEd		2
10/4/02 9:57	SecCup		7
10/4/02 11:02	SecCup		9
10/4/02 12:40	afternoon		1
10/4/02 16:49	ATC		1
10/4/02 18:00	ATC		16
10/5/02 0:35	night		17
10/5/02 7:53	mornEd		4
10/5/02 9:51	SecCup		1
10/5/02 14:39	afternoon		2
10/5/02 18:25	ATC		1
10/5/02 19:59	evening	75	
10/5/02 20:00	evening		15
10/5/02 21:07	evening		9
10/5/02 22:36	evening		10
10/6/02 18:22	ATC		1
10/6/02 21:13	evening		44
10/7/02 21:53	evening	75	
10/8/02 10:30	SecCup	175	
10/8/02 19:58	evening	75	
10/9/02 10:19	SecCup		10
10/9/02 20:55	evening	75	
10/9/02 20:58	evening		6
10/9/02 21:00	evening		5
10/9/02 21:03	evening		1
10/10/02 12:34	afternoon		1
10/10/02 19:28	evening	75	
10/10/02 19:31	evening		7
10/11/02 9:58	SecCup		7
10/11/02 9:59	SecCup	175	
10/12/02 12:25	afternoon		12
10/12/02 20:59	evening	75	
10/12/02 21:54	evening		31
10/14/02 17:59	ATC	245	
10/15/02 8:49	mornEd	245	
10/15/02 8:50	mornEd		13
10/15/02 8:50	mornEd		9
10/15/02 9:55	SecCup		3
10/15/02 11:14	SecCup		69
10/15/02 11:15	SecCup		37
10/15/02 17:06	ATC		20
10/16/02 6:29	mornEd	245	
10/16/02 9:22	SecCup		11
10/16/02 22:29	evening		1
10/17/02 16:19	ATC	245	
10/18/02 8:49	mornEd	245	
10/18/02 8:51	mornEd		5
10/18/02 8:56	mornEd		4
10/18/02 18:58	ATC		35
10/19/02 16:19	afternoon		20
10/19/02 16:33	ATC		1
10/19/02 18:39	ATC		10
10/19/02 21:52	evening	75	
10/20/02 7:48	mornEd		7
10/20/02 12:33	afternoon		37
10/20/02 22:08	evening		13
10/21/02 9:30	SecCup	175	
10/21/02 21:59	evening	75	
10/22/02 20:56	evening	75	
10/22/02 21:57	evening		12
10/23/02 22:58	evening	75	
10/24/02 10:35	SecCup		44
10/24/02 11:30	SecCup	175	
10/24/02 13:09	afternoon		15
10/24/02 14:25	afternoon		11
10/24/02 22:16	evening		25
10/24/02 22:41	evening		5
10/25/02 15:46	afternoon		4
10/25/02 16:31	ATC		3
10/25/02 22:59	evening	75	
10/26/02 15:34	afternoon		10
10/26/02 20:02	evening		1
10/26/02 21:58	evening	75	
10/26/02 22:28	evening		1
10/27/02 10:29	SecCup		3
10/28/02 17:49	ATC	245	
10/28/02 17:49	ATC		1
10/28/02 21:31	evening		9
10/28/02 22:14	evening		4
10/29/02 8:03	mornEd		1
10/29/02 8:05	mornEd	245	

Web Site Traffic

10/29/02 8:08	mornEd		26
10/29/02 10:08	SecCup		4
10/30/02 7:29	mornEd	245	
10/30/02 9:09	SecCup		3
10/30/02 10:53	SecCup		7
10/31/02 6:49	mornEd	245	
10/31/02 6:55	mornEd		30
10/31/02 9:13	SecCup		18
10/31/02 11:39	SecCup		11
10/31/02 11:45	SecCup		1
10/31/02 11:46	SecCup		1
11/1/02 7:50	mornEd	245	
11/1/02 8:53	mornEd		6
11/1/02 18:28	ATC	245	
11/1/02 19:02	evening		3
11/2/02 19:59	evening	75	
11/3/02 7:14	mornEd		4
11/4/02 9:30	SecCup	175	
11/4/02 12:53	afternoon		1
11/4/02 19:35	evening		14
11/5/02 11:03	SecCup	175	
11/5/02 19:58	evening	75	
11/6/02 14:19	afternoon		10
11/6/02 22:59	evening	75	
11/7/02 9:58	SecCup		1
11/7/02 10:57	SecCup		1
11/7/02 19:28	evening	75	
11/8/02 2:07	night		10
11/8/02 21:59	evening	75	
11/9/02 8:25	mornEd		7
11/9/02 20:59	evening	75	
11/9/02 21:02	evening		3
11/11/02 8:07	mornEd		1
11/12/02 20:28	evening		1
11/13/02 9:05	SecCup		4
11/17/02 10:24	SecCup		4
11/18/02 19:58	evening	0	
11/19/02 19:21	evening		3
11/19/02 22:55	evening	0	
11/19/02 22:56	evening		1
11/20/02 9:30	SecCup	0	
11/20/02 10:01	SecCup		9
11/20/02 19:59	evening	0	
11/21/02 20:59	evening	0	
11/22/02 10:30	SecCup	0	
11/22/02 15:23	afternoon		7
11/23/02 22:39	evening	0	
11/25/02 7:30	mornEd	0	
11/25/02 7:31	mornEd		6
11/25/02 13:57	afternoon		4
11/25/02 15:45	afternoon		2
11/25/02 22:44	evening		2
11/26/02 18:48	ATC		8
11/26/02 21:41	evening		5
11/27/02 11:56	SecCup		7
11/27/02 17:21	ATC		3
11/28/02 3:55	night		1
11/28/02 12:59	afternoon		3
11/29/02 1:02	night		1
11/29/02 1:12	night		4
11/29/02 8:50	mornEd	0	
11/30/02 22:07	evening		13

Ads with cost of $0 were the ads run at the end of the campaign at no cost to compensate for ads missed earlier

The complete web log, showing each page view detail, is available at http://gauu.org/report/

Time Periods:
6-9am – MornEd (News)
9-noon – SecCup (Classical Music)
noon-4pm Afternoon (Classical Music – Fresh Air talk show)
4-7pm – ATC (All Things Considered News show)
7pm-midnight (Evening shows – mix of talk shows and music)
midnight-6am (Music)

APPENDIX F

FEEDBACK FROM PARTICIPANTS

FEEDBACK FROM PARTICIPANTS

The best way to learn from a project is to ask for feedback from the participants. Below are the questions we posed and responses we received from the congregational representatives.

1. Did you hear any of the advertisements?

- I heard two of the advertisements. I was disheartened to realize that people would have no way of knowing we were a religious community if they hadn't heard of us before.

- Yes, I heard several of them. I was proud to hear this ad on the radio, and thought that it captured the attention of people to consider what UUism might mean, in general and for them. Mentioning the web address was good, and I felt it promoted "surfing" by internet-active folks.

- I listen to Morning Edition and All Things Considered. I heard 2 separate ads during these programs. I thought the ads were fine. The only suggestion I can offer would be to make them more pointed and less encompassing (i.e., instead of an "open minds" type phrase, I would use a more definitive descriptive such as "where people of different faiths gather in peace every Sunday.").

2. The visitor data we gathered was quite mixed, in that some congregations had consistently more visitors who said they visited because of the radio ads than other congregations. Do you have any ideas why this occurred?

- Maybe some greeters verbally asked the visitors about <the campaign>. Our greeters were instructed not to refer to WABE at all so the responses would not be skewed.

- Of course there could be an error in the data collection but as one of the congregations with few if any people from the ads, I think we were pretty good about gathering the data. The demographics of the NPR listener could have something to do with the difference.

- We have few visitors, so I wouldn't have expected more than one or two to have <visited because of the> radio ads. Also, <we have> Peach State Radio station, so most people who live near our church listen to that rather than WABE. I'm not sure why there would be discrepancies among truly metro congregations.

- Many of our visitors hear about us from a variety of sources, primarily the internet (our website) and friends/relatives. They may have also heard the NPR

advertisement, which certainly reinforces our religion as a legitimate and significant institution to consider visiting. I don't feel that the ad, in and of itself, would be enough to entice someone to visit, if they hadn't had any other knowledge of our religion or congregation. It takes much more than an advertisement to get people to visit a new religious congregation on a Sunday morning.

- We had zero visitors indicate they came via the NPR program. I have no idea why this was. Our visitors consistently find us via the Yellow Pages, friend referrals (we've started a Spread the Word campaign with our members), and newspaper ads.

3. Would you recommend that your congregation advertise during NPR programs?

- No, not unless more information could be mentioned in the ad.
- I would not recommend doing further ads on NPR.
- Based on these results I would not.
- Yes. It is a great PR tool, and gets our denomination's name out in the public arena. It also helps create a presence and familiarity in Atlanta with our religion, in general.
- I think that it is important to be on NPR, even though we got no response. If any congregations got visitors, I think that's sufficient.

4. What recommendations would you give other congregations if they wanted to advertise during NPR programs? How would you modify this campaign if others wanted to run it?

- Find some way to tell more about UUism – maybe on another radio station.
- I would recommend that they are able to be clear in the ad that Unitarian Universalism is a religious community and make it explicit in the ads. I would recommend NPR only if it was extremely inexpensive and if other media ads were in place first (i.e., newspapers).
- I would recommend that congregations work together, just as in this project, to promote Unitarian Universalism, and not just advertise one particular congregation. (The cost is far too prohibitive for this anyway.) Using the website works well in introducing the public to who we are and what we are all about. I would also caution congregations not to expect a big response "through the door," but to monitor a greater awareness created through advertising in this fashion. The only modification

I would make would be to eliminate the telephone call-in line, as it wasn't necessary or used.

- Use more descriptive ads and make a statement that separates us from the more liberal Christian churches that often advertise as "open" and "accepting."

5. Please tell us your thoughts about this campaign – what worked, what didn't, what did you like, not like, what would you change, what would you continue, what did you learn?

- <Our> greeters should encourage visitors to fill in the questionnaire about why they were visiting. Too many skip that questionnaire otherwise. <Referring to Appendix A, Tracking Tools, Visitor Form>

- I think the campaign was well organized by you and your team. I think that the ads seemed to be crisp and clear and that mainly the cooperation from the congregations was good although we could have been more timely with assistance. I think a big problem was NPR's last minute declaration that we couldn't sound "religious" on them. I think this was a good experiment but I think we would have to modify it if we were to do it again.

- I thought it was well-organized and you made it really easy to report statistics. I learned that WABE advertising is probably not useful for us.

- I really liked the website tracking program that was developed. This will be the key to any future ad campaign that encourages website hits. I am very interested in seeing the results and conclusions about internet activity relating to the timing of the ads.

- I learned that the radio ads were not going to draw visitors through the doors, but more realistically introduce them to UUism in a passive way. Hopefully, the ads caught the public's interest and curiosity enough for them to click on the website and start exploring - a necessary first step for anyone considering our religion for the first time. This project proved the magnitude and value of advertising information available on the Internet. In this day and age, more than 50% of the newcomers to our congregation have all been to the website before arriving at our doorstep. This Internet introduction is a very important part of their journey to our door and to Unitarian Universalism in general.

- Despite the lack of benefit to our congregation I believe the campaign was well executed. Everyone's efforts with the ads and the website were superb and we appreciate the professional results. My only change would be <stronger wording in ads>; I believe there are many liberal congregations utilizing many of the terms we hold as our own. As a result we have to find ways to reinvent ourselves and better differentiate our presence in the community.

APPENDIX G

WABE 90.1FM DEMOGRAPHICS

MORNING EDITION

Target Persons: 148,670 Target Intab: 125
ATLANTA
Scarborough, Aug 99 - Jul 2000

Gender

60.7	% Male	39.3	% Female

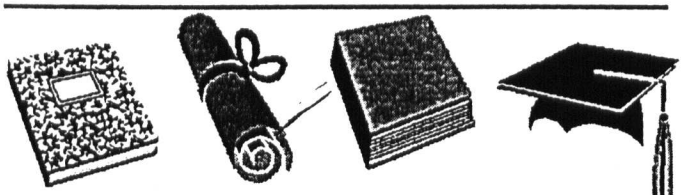
Employment Status

Employed Full-Time	75.5%
Employed Part-Time	7.2%
Not Employed	
A Homemaker	7.5%
A Student	1.2%
Retired	8.7%
Disabled	0.0%
Temporarily Laid-Off	0.0%
Not Employed-Looking for Work	0.0%
Other	0.0%

Occupation

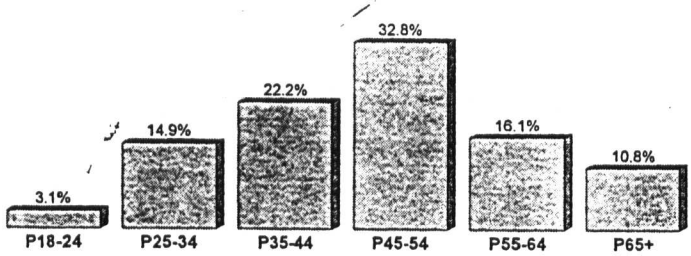
Administrative Support	12.5%
Executive, Administrative & Managerial	19.5%
Farming, Forestry & Fishing	0.0%
Handlers, Eqp Clnrs, Helprs & Laborers	1.2%
Machine Operators, Assem & Inspectors	0.0%
Precision Production, Craft & Repair	1.7%
Professional Specialty	29.3%
Sales	12.0%
Service	1.7%
Technicians & Related Support	4.6%
Transportation & Material Moving	0.0%

Education

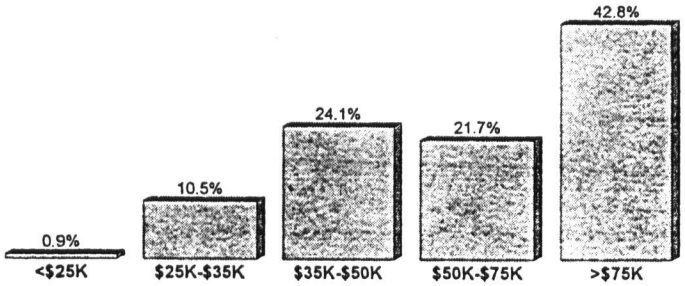


1.9%	16.5%	21.4%	60.2%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	60.2%
One	16.3%
Two	11.3%
Three or More	12.1%

Home Ownership

Own	84.9
Rent	14.0
Other	1.2

This report is based on Persons 18+ in SCB Atlanta Radio Metro - Std

MORNING EDITION (WABE-FM is Mon-Fri 6am-10am)

Estimates displayed are reported for % Composition.

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SECOND CUP/MUSIC

Target Persons: 97,420 Target Intab: 76
ATLANTA
Scarborough, Aug 99 - Jul 2000

Gender

44.9	% Male	55.1	% Female

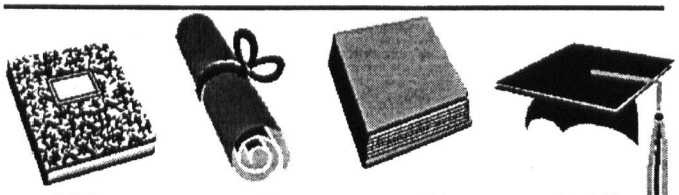
Employment Status

Employed Full-Time	66.5%
Employed Part-Time	8.5%
Not Employed	
A Homemaker	10.6%
A Student	0.0%
Retired	11.9%
Disabled	1.6%
Temporarily Laid-Off	0.0%
Not Employed-Looking for Work	0.0%
Other	0.9%

Occupation

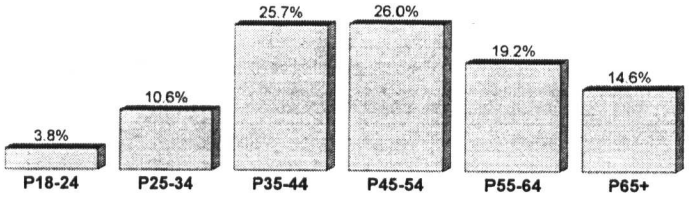
Administrative Support	11.3%
Executive, Administrative & Managerial	19.5%
Farming, Forestry & Fishing	0.0%
Handlers, Eqp Clnrs, Helprs & Laborers	1.9%
Machine Operators, Assem & Inspectors	0.0%
Precision Production, Craft & Repair	1.7%
Professional Specialty	21.6%
Sales	12.4%
Service	1.5%
Technicians & Related Support	5.2%
Transportation & Material Moving	0.0%

Education

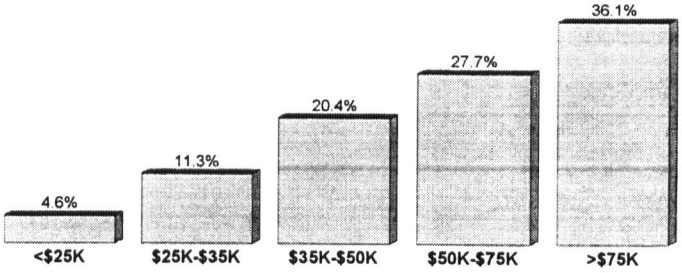


2.7%	19.1%	25.0%	53.2%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income

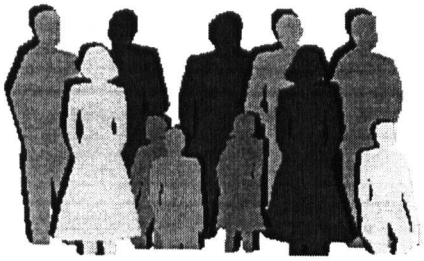


Number of Children Under 17 in Household

None	68.3%
One	15.5%
Two	7.0%
Three or More	9.1%

Home Ownership

Own	81.3
Rent	16.9
Other	1.8



This report is based on Persons 18+ in SCB Atlanta Radio Metro - Std

SECOND CUP/MUSIC (WABE-FM is Mon-Fri 10am-3pm)

Estimates displayed are reported for % Composition.

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Media Professional

WABE 6A-12M

Target Persons: 243,670 Target Intab: 203
ATLANTA
Scarborough, Aug 99 - Jul 2000

Gender

52.8	% Male
47.2	% Female

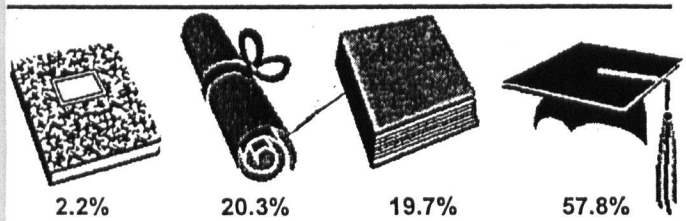
Employment Status

Employed Full-Time	70.2%
Employed Part-Time	7.6%
Not Employed	
A Homemaker	10.7%
A Student	1.1%
Retired	9.1%
Disabled	0.6%
Temporarily Laid-Off	0.0%
Not Employed-Looking for Work	0.3%
Other	0.4%

Occupation

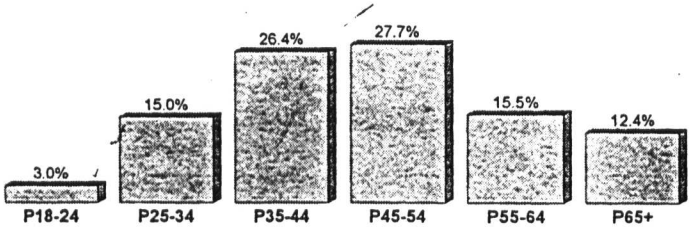
Administrative Support	12.6%
Executive, Administrative & Managerial	18.3%
Farming, Forestry & Fishing	0.0%
Handlers, Eqp Clnrs, Helprs & Laborers	2.1%
Machine Operators, Assem & Inspectors	0.0%
Precision Production, Craft & Repair	1.9%
Professional Specialty	26.1%
Sales	9.6%
Service	1.5%
Technicians & Related Support	5.1%
Transportation & Material Moving	0.5%

Education

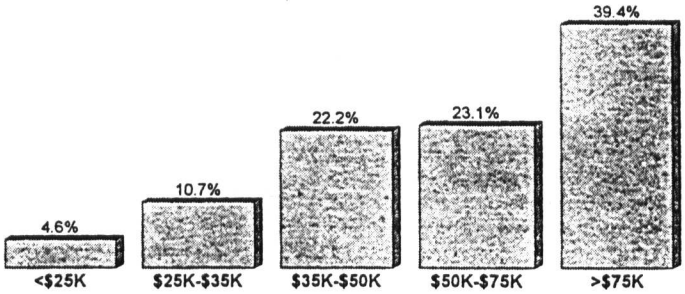


2.2%	20.3%	19.7%	57.8%
Less Than 12th Grade	High School Graduate	Some College	College Degree or More

Demographic Breakout



Household Income



Number of Children Under 17 in Household

None	61.9%
One	15.8%
Two	12.0%
Three or More	10.2%

Home Ownership

Own	84.0
Rent	15.3
Other	0.7

This report is based on Persons 18+ in SCB Atlanta Radio Metro - Std

WABE 6A-12M (WABE-FM is Mon-Sun 6am-Mid)

Estimates displayed are reported for % Composition.

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PUBLIC BROADCASTING ATLANTA

WABE-FM 90.1
ATLANTA, GEORGIA
COVERAGE AREA

WABE FM 90.1

WABE-FM 90.1 • 740 Bismark Road, NE • Atlanta, GA 30324 • 404-827-8900 • FAX: 404-827-8956

TV 30 ATLANTA'S PUBLIC TELEVISION STATION

AVERAGE RATES

Market: ATLANTA
Survey: Summer 2000
Demo: P 25-54
Geo Area: METRO - Std
Population: 1921707
Intab: 2227
Qualitative: none

Station	Daypart	Rate	Spots	Cume (00)	GRPs	Avg Rtg
WABE - FM *^morning edition*	M-F 6:00AM - 9:00AM	245.00	1	999	1.3	1.3
WABE - FM *^all things considered and marketplace*	M-F 4:00PM - 7:00PM	245.00	1	988	1.0	1.0
WABE - FM *^music and npr*	M-F 9:00AM - 4:00PM	200.00	1	670	0.4	0.4
WABE - FM *^music and npr*	M-F 7:00PM - 12:00M	75.00	1	514	0.1	0.1
WABE - FM *^music and npr*	Sa-Su 7:00AM - 7:00PM	125.00	1	855	0.4	0.4
WABE - FM	**Subtotal:**		**5**	**1674**	**3.2**	**0.6**
	Station Subtotals: **WABE - FM**		**5**	**1674**	**3.2**	**0.6**
	Schedule Summary:		**5**	**1674**	**3.2**	**0.6**

Stations qualify to be reported if they have received five or more minutes of listening in at least 10 diaries in the market, Monday-Sunday 6am-Midnight, during the survey period.

Estimates are derived from the diaries that provided the audience data for the Market Report and are subject to the limitations stated in that Report. Due to these limitations, inherent in Arbitron's methodology, the accuracy of Arbitron audience estimates cannot be determined to any precise mathematical value or definition. This service is not part of Arbitron's regular syndicated service and is not accredited by the Media Rating Council (MRC).

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	Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
6:00	Music Thru the Night	Morning Edition					Music Thru the Night
6:30							
7:00	Aubade						
7:30							
8:00							Weekend Edition
8:30							
9:00		Second Cup					
9:30							
10:00	St. Paul Sunday						Car Talk
10:30	10:57-Writers Almanac						10:57-Writers Almanac
11:00	Thistle and Shamrock	10:57 – Writers Almanac					Saturday Classical Selections
11:30							
12:00PM	Prairie Home Companion	Daytime					
12:30							
1:00							
1:30							The Metropolitan Opera
2:00	From the Top	2:58 Word for the Wise					
2:30							
3:00	Weekend Radio	Fresh Air					
3:30							
4:00	This American Life	All Things Considered					
4:30							
5:00	All Things Cons'd						Sat. Classical
5:30							Between the Lines
6:00	Studio 360						Prairie Home Companion
6:30		Marketplace					
7:00	Harmonia	City Arts and Lectures	Specials	National Press Club	My Word	The Infinite Mind	
7:30					Between the Lines		
8:00	Tapestry	Adventures in Good Music					Riverwalk
8:30							
9:00	Pipedreams	Night Music		Chicago Symphony Orchestra	Night Music		Jazz Classics (until 2 am)
9:30							
10:00							
10:30	Hearts of Space						
11:00				20th Century Melange		A Night on the Town	
11:30	Oyate Ta Olowan						
12:00AM	Music Through the Night (until 6:00 AM)						

APPENDIX H

REFERENCE MATERIAL

Other PBS Announcements

Definitions of Unitarian Universalism

District Board Support

Georgia Congregational Profiles

OTHER ANNOUNCEMENTS

The Unitarian Universalist Fellowship of Bay County, Panama City, Florida, has rotated the following underwriting announcements on their public radio station, WKGC, for the past two years:

- Support for WKGC by the Unitarian Universalist Fellowship of Bay County. Celebrating the uniqueness of all persons and teaching respect for our Earth. The Unitarian Universalist Fellowship ... a church with open doors, open hearts and open minds. Meeting every Sunday at 10:30 am at 1410 Airport Rd. Information: 763-7495 or www.ubay.homestead.com

- Support for WKGC by the Unitarian Universalist Fellowship of Bay County. Supporting the free and responsible search for spiritual meaning with the liberal religious tradition. The Unitarian Universalist Fellowship ... a church with open doors, open hearts and open minds Meeting every Sunday at 10:30 am 1410 Airport Rd. Information: 763-7495 or www.ubay.homestead.com

Brightening the Beacon!

Definitions of Unitarian Universalism

What does a Unitarian Universalist believe? **What is Unitarian Universalism?**

"Elevator speeches" are what UUs say when non-UU coworkers or friends ask them. "What is Unitarian Universalism?" and a short answer is needed. The challenge is to sum up the essence of UU-ism in a few words. For instance, if you're getting on an elevator on the 10th floor of a building, can you explain your religion by the time you get to the ground floor? I don't have one that I'm perfectly satisfied with yet, but I keep trying. *Don Skinner, Interconnections Editor*

1. We're an historic mainline Protestant religion. We're a liberal faith in that we don't require everyone to believe the same thing. We draw inspiration from many sources, including Christianity, but also other religions. We believe there is wisdom in many religions but no one religion has all the answers. We believe that each person has a responsibility to determine his or her own beliefs.

2. Our denomination is different from most in that its people do not come together around a single body of traditional belief. We came out of the Protestant movement some 500 years ago, but we draw from many religions including Christianity, Buddhism, and Judaism. We don't limit ourselves to one tradition, but draw on the accumulated wisdom in all traditions. Our people come together to share their searches for religious truth and to learn from each other.

3. It's a 500-year-old religion that draws inspiration from many of the world's other religions and does not require everyone to believe the same thing. We believe no one religion has all the answers, but there is wisdom in each of them. We believe each person should be responsible for developing his or her own personal faith. If you came to a service it would seem a lot like a mainline Protestant service, with a sermon, hymns, readings, etc.

4. Do you know how most religions are focused on Heaven? Unitarian Universalists believe that the kind of life we lead here on Earth and how we treat each other is more important than whatever the final destination might be. **We believe in the Golden Rule**, the teachings of people like Jesus, in searching for truth with an open mind, and in granting everyone the right to determine their own beliefs.

5. Unitarian Universalism is a liberal religion with Judeo-Christian roots going back 500 years. It traces its history in North America to the first Pilgrim and Puritan settlers. It's different from most other religions in that everyone is not required to believe the same thing. We draw from the wisdom in many religions.

[OVER]

6. We believe that revelation is not sealed. No individual, book or institution has the final word in matters of religious belief. We believe in building our own theology. Each person is responsible for creating his or her own religious philosophy. We share a reverence for life. We see the human race as a single species with common needs and shared interests that transcend our differences -- our differences of creed and color, gender and age and all the rest.

7. It's a religion that provides a spiritual atmosphere without all of the proscriptive theologies. We provide a supportive framework for theological, philosophical, and psychological growth.

8. Unitarian Universalism offers a clear alternative to other religions in that we do not require that everyone believe the same thing. Members are encouraged to determine their own beliefs. We draw inspiration from many religious traditions, including Christianity, Buddhism, and Judaism, believing no one religion has all the answers, but there is wisdom in most of them. Our services can look very Protestant, with a sermon, hymns, and readings, but we're broader than that. We teach children about all the world's religions, not just one.

9. It's a religion that cherishes and spreads the universal truths taught by the great prophets and teachers of humanity in every age and tradition, immemorially summarized in the Judeo-Christian heritage as love to God and love to humankind. p 6, *The Universalist Heritage*.

10. Unitarian Universalism is a religion that supports people in their ongoing search for religious meaning. It imposes no requirements on what your beliefs must be, knowing that everyone's religious understanding changes over time. The members of our congregations tend to hold a wide variety of beliefs, each exposing the other members to new ways to understand religion and put it to use in the world. At the core of UU theology is the belief that it is by coming together in a congregation that people summon the holy, and the challenge of people of disparate perspectives working together creates the tension and challenges that lead to personal and spiritual growth.

11. Unitarian Universalism is a religion that values the diverse and myriad ways that people seek and find meaning and truth. We believe that revelation is continuous in history and not sealed for all time at any point in time. I believe that understanding what has been in the past and what is possible in the future are always in dialogue with each other. Our religious communities provide the crucible for the discovery process in an atmosphere that seeks to find in every person their worth and dignity. Love is the is the warp and woof of the spiritual fabric that cloaks us and that same loves propels us into the larger community to do justice with and for others.

12. Unitarian Universalists believe in love, service, and truth.

13. We believe in the Golden Rule, in improving the world we have rather than living for the uncertain possibility of a hereafter, in searching for truth with an open mind, in using reason to help us explore religious ideas, and in granting everyone the right to choose their own beliefs.

March 8, 2002

RE: Pilot Program for Advertising Unitarian Universalism on Public Radio

Dear Fund for Unitarian Universalism:

Here in the Mid-South District, Unitarian Universalism (or even "Unitarian") is not a term that the general population understands. It's not that they have a negative reaction to the ideals and values of our religious movement, it's that they have no reaction at all. District leaders have long thought that we need an intentional public relations campaign aimed at creating better public awareness and understanding of the general concepts of Unitarian Universalism.

It will be no surprise that, in developing a public relations campaign, we considered sponsoring programs on National Public Radio. We intuitively believe that regular NPR listeners are the sorts of folks (the "cultural creatives") with whom UU values will resonate. Knowing that the UUA sponsored NPR programming on a national basis within the past decade, we inquired about the UUA's experience with NPR advertising to test the validity of our intuition.

We were surprised to learn that the UUA had no real knowledge of the effectiveness of its three years of NPR advertising. The UUA's national efforts were based only on similar intuition and there had been only anecdotal and intuitive evaluation of the efficacy of advertising on NPR.

Without any quantified measurement of the effectiveness of NPR sponsorship, it is difficult to justify substantial investment of district resources in advertising in this medium. Knowing that every UU organization must carefully measure out its expenditures and wants to have reliable evidence of effectiveness before spending its resources on NPR sponsorships, we concluded that we could provide the critically important and currently missing information.

Mid-South District's Communications Committee has devised a pilot project to measure the effectiveness of NPR sponsorship in increasing visitorship at UU congregations within the targeted broadcast area. The pilot project will demonstrate whether NPR advertising is cost-effective in attracting potential UUs into actual personal contact with a UU congregation.

The pilot project will benefit the UUA and every one of its district and congregations that considers public relations outreach as a means of increasing membership. If the data support our intuition that NPR sponsorship is a cost-effective means of reaching out to potential UUs, it will be much more likely that UU congregations and districts will plan public relations campaigns targeted at the cultural creatives in the NPR audience.

The Mid-South District intends to sustain district support for NPR sponsorship in future years in cooperation with our congregations in each NPR listening area, provided that the pilot project concludes that the effort and expenditure are worthwhile. Within our region, we hope to change public ignorance and apathy about our religious movement into awareness, respect, and involvement. NPR sponsorship might be an important means of pursuing that goal, and our pilot project will allow us and every other UU organization to make an informed, rational decision about the role NPR advertising should play in our public relations efforts.

The Mid-South District Board of Trustees at its February 16, 2002 quarterly meeting voted unanimously and enthusiastically in support of the Pilot Program for Advertising Unitarian Universalism on National Public Radio. We stand ready to invest our energy and resources, and those of our project area congregations, toward the goal of providing the currently missing critical information about the effectiveness of NPR advertising. It is our hope that the Fund for Unitarian Universalism joins with us in supporting this important Pilot Program.

Very truly yours,

Dick Creswell
President

APPENDIX A
CONGREGATIONAL PROFILES

Congregation	Size and Services	Minister and Contact Info
Emerson UUC 2799 Holly Springs Rd NE Marietta, GA 30062	100 members 9:30am and 11:15am Religious Ed and nursery available during 2nd service.	Rev. Glenda Gray 770-578-1533 http://emersonuu.org/
First Existentialist Congtn 470 Candler Park Dr NE Atlanta, GA 30307	12 members 11:00am	Rev. Marsha Mitchner 404-378-5570 www.mindspring.com/~e-cong
GA Mountain UU Church 439 S. Park Street Dahlonega, GA 30533	60 members 11:00 am	Rev. Marti Keller 706-864-0661 http://gmuuc.org/
Northwest UUC 1025 Mt. Vernon Hwy, N.W. Atlanta, GA 30327	200 members 10:30am	Rev. Don Southworth 770-955-1408 http://nwuuc.org
UUC Atlanta 1911 Cliff Valley Way Atlanta, GA 30328	670 members 9:30am and 11:30am Religious Ed and nursery during both services	Dr. Edward Frost Rev. Suzanne Meyer 404-634-5134 www.uuca.org
UUC Gwinnett 12 Bethesda Church Rd Lawrenceville, GA 30044	150 members 11:00am Religious Ed available	Dr. Angeline Theisen 770-717-7913 www.uucg.org
UUC Marietta 1240 Villa Rica Rd Marietta GA. 30064	80 members 9:30am and 11:00am Religious Ed during 11:00 service Nursery Available	Rev. Frances West 770-528-9542 www.uucm.org
UU Metro Atlanta North 11420 Crabapple Road, Roswell, GA 30075	130 members 9:45am and 11:30am Religious Ed at both times Youth and older meet at 11:30am	Rev. Greg Ward 770-992-3949 www.uuman.org
West GA UU Fellowshp 8828 Gurley Road, Douglasville, GA	Just Forming 2nd and 4th Sunday at 11:00am	Organizer: Stan Burch phone: 770-656-7590 www.uua.org/msd/wguuf

Congregation	Town and Size	Services	Minister and Contact Info
Emerson UU Congtn 2799 Holly Springs Rd Ne, Marietta, GA 30062	Marietta 100 members	9:30am and 11:15am Religious Ed and nursery available during 2nd service.	Rev. Glenda Gray 770-578-1533 http://emersonuu.org/
First Existentialist Congtn 470 Candler Park Dr NE Atlanta, GA 30307	Atlanta Midtown Decatur 12 members	11:00am	Rev. Marsha Mitchner 404-378-5570 www.mindspring.com/ ~e-cong
GA Mountain UU Church 439 S. Park Street Dahlonega, GA 30533	Dahlonega 60 members	11:00 am	Rev. Marti Keller 706-864-0661 http://gmuuc.org/
Northwest UU Congtn 1025 Mt. Vernon Hwy, N.W. Atlanta, GA 30327	Atlanta Sandy Springs 200 members	10:30am	Rev. Don Southworth 770-955-1408 http://nwuuc.org
UUC Atlanta 1911 Cliff Valley Way Atlanta, GA 30328	Atlanta 670 members	9:30am 11:30am Religious Ed and nursery during both services	Rev. Suzanne Meyer 404-634-5134 www.uuca.org
UUC Gwinnett 12 Bethesda Church Rd Lawrenceville, Georgia 30044-4236	Lawrenceville Gwinnett Cnty 150 members	11:00am Religious Ed available	Dr. Angeline Theisen 770-717-7913 www.uucg.org
UUC Marietta 1240 Villa Rica Rd Marietta GA. 30064	Marietta Roswell 80 members	9:30am 11:00am Religious Ed during 11:00 svc Nursery Available	Rev. Frances West 770-528-9542 www.uucm.org
UU Metro Atlanta North (UUMAN rhymes w/ human) 11420 Crabapple Road, Roswell, GA 30075	Roswell Alpharetta 130 members	9:45am 11:30am Religious Ed at both times Youth and older meet at 11:30am	Rev. Greg Ward 770-992-3949 www.uuman.org
West GA UU Fellowshp 8828 Gurley Road, Douglasville, GA	Douglasville South Atlanta Just Forming	2nd and 4th Sunday 11:00am	Organizer: Stan Burch phone: 770-656-7590 www.uua.org/msd/wguuf

Other Congregations in Georgia

These congregations are located outside the Atlanta Area

Unitarian Universalist Fellowship of Athens -- www.athens.net/~uufa/
780 Timothy Road, Athens, GA 30606, 706-546-7914, uufa@athens.net

UU Church of Augusta -- www.uucsra.org/
3501 Walton Way Extension, Augusta, GA 30909-1821, (706) 733-7939

Canon Universalist Church -- www.universalistchurch.org/ga/canon/
P.O. Box 185 Canon, GA 30520 706-245-8178 gdavenpo@bellsouth.net

Unitarian Universalist Fellowship of Columbus -- www.uua.org/CONG/columbusga/
P.O. Box 698 Fortson, GA 31808 706-660-1442

Mountain Light Unitarian Universalist Church -- www.mluuc.org
3423 Turniptown Road, Ellijay, Georgia 30540 info@mluuc.org

High Street Unitarian Universalist Church -- www.highstreetchurch.org
1085 High Street Macon, GA 31201 478-741-1714 HighStreetChurch@bellsouth.net

Unitarians and Universalists of Coastal Georgia -- villaul@aol.com
Meeting: Old Post Office Building, St. Simons Island, GA 31522, (912) 638-9502

Unitarian Universalist Church of Savannah --
www.geocities.com/Athens/Delphi/5290/
Habersham at E. Macon and E. Harris Streets, Savannah, Georgia 31402

Unitarian Universalist Fellowship of Statesboro-- www.uufs.statesboro.ga.uua.org/
609 East Grady Street, Statesboro, GA 30459, (912) 489-8338

Unitarian Universalist Church of Valdosta -- www.geocities.com/uuvaldosta/
1951 East Park Ave., Valdosta, GA 31602